

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

Part 1 of 2 Parts

18 JUNE 1962—40c a copy / \$8 a year

RESEARCH SNAG—  
ARB reveals new data  
formats, Nielsen sees  
no current industry  
mandate p 29

ETV's NEW LOOK—  
Big business goes 'edu-  
cational' on tv, discov-  
ers quality image pays  
off p 33

Number ONE  
in the Nation! \*

# wBBF

ROCHESTER, N. Y.



That's what Pulse says after comparing the March Rochester metropolitan survey with recent surveys in all other American cities supporting six or more stations. WBBF's share of audience—39% mornings, 49% afternoons, 53% evenings—ran off with the honors. Influential station? Rochesterians, who applaud BBF's shiny new program ideas and who heed and respond to BBF editorials, really think so.

**KNOW  
THE  
facts**

**THEN,  
YOU'LL  
BUY  
TERRE HAUTE**

**TERRE HAUTE LEADS...**

- WTHI-TV is the Nation's Number One Single Station Market in Homes Delivered Per Average Quarter-Hour (6:00 PM to Midnight—45,000)\*

**TERRE HAUTE LEADS...**

- WTHI-TV reaches MORE Homes Per Average Quarter-Hour than any Indiana station\*\* (6:30-10:00 PM, Net Option Time, Monday through Sunday)

WTHI-TV TERRE HAUTE	SOUTH BEND	EVANSVILLE	FORT WAYNE
53,600	Station A—26,300	Station A—46,800	Station A—29,500
	Station B—32,300	Station B—25,200	Station B—33,800
	Station C—32,300	Station C—26,400	Station C—31,200

**TERRE HAUTE LEADS...**

- WTHI-TV is Your Second "Must Buy" in Indiana

\* Basis March 1962 ARB

\*\* Except Indianapolis

*Represented by*

Edward Petry & Co., Inc.

**WTHI-TV**  
CHANNEL 10 · CBS · ABC  
TERRE HAUTE, INDIANA

# Colorful New Orleans



Only WDSU-TV  
telecasts New Orleans'  
exciting events  
live, in color



WDSU-TV, THE MOST  
COLORFUL STATION  
IN AMERICA'S MOST  
COLORFUL CITY



New Orleans Open Golf Tournament. Covered live and in color by WDSU-TV this year . . . climaxing 4 years of broadcasting this all-important event for thousands of local golf enthusiasts.



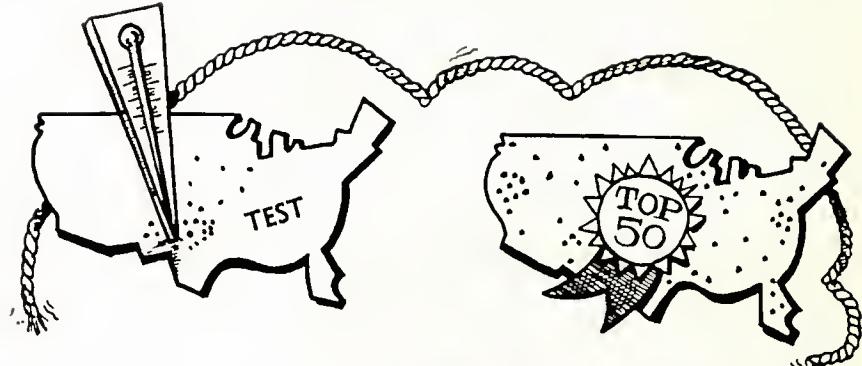
Mardi Gras. For many years, WDSU-TV has televised all the gaiety of the Mardi Gras season — day and night parades, masque balls and the great day itself. This year, the majestic Rex parade was telecast live and in color by WDSU-TV.



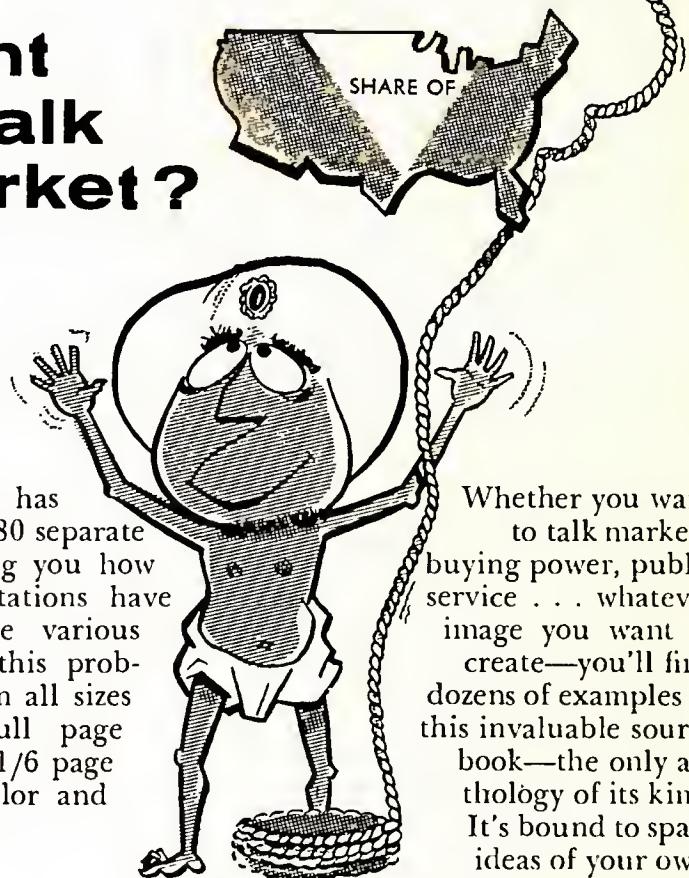
\$50,000 New Orleans Handicap. Richest race of the year at historic New Orleans Fair Grounds. Covered live and in color by WDSU-TV, which also televisions the Fair Grounds' feature race every Saturday throughout the season.



Sugar Bowl. In addition to carrying NBC-TV's traditional Sugar Bowl Football Game colortcast, WDSU-TV telecast live and in color the 1962 Sugar Bowl Basketball Tournament.



**want  
to talk  
market?**



SPONSOR has assembled 80 separate ads showing you how different stations have tackled the various phases of this problem. Ads in all sizes from a full page down to a 1/6 page in both color and black and white.

Whether you want to talk markets, buying power, public service . . . whatever image you want to create—you'll find dozens of examples in this invaluable source book—the only anthology of its kind! It's bound to spark ideas of your own.

**► SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## ARTICLES

- ARB's new data puts admen in 'qualitative quandary'**
- 29** SPONSOR's computer report no. 4 presents latest developments in the demographic dilemma, reveals ARB's '62-'63 formats, Nielsen Co. position
- Etv gets big business boost**
- 33** 'The 4th Network,' with its fast-growing educational tv service, has large roster of underwriters, including IBM, Humble Oil, and American Cyanamid
- Look Dad, the Timebuyer's Twist!**
- 36** SPONSOR spoof tells how young Madison Avenue timebuyer at Mashie, Slice, and Niblick invents the Twist and climbs from clerk to agency v.p.
- If news is what you want, ask radio**
- 38** There may have been a 30-day newspaper strike in Detroit recently, but the way the broadcasters dished up the news, who would have missed it
- NBC hits TvAR 'tilt' study**
- 40** Web claims TvAR overstated coverage of top 20 market stations: Seeks to 'level the slant': calls attention to low cost to advertisers

**NEWS:** Sponsor-Week 11, Sponsor-Scope 23, Sponsor-Week Wrap-Up 52, Washington Week 59, Spot-Scope 60, Sponsor Hears 62, Tv and Radio Newsmakers 68

**DEPARTMENTS:** 555/5th 16, Commercial Commentary 18, Timebuyer's Corner 44, Seller's Viewpoint 69, Sponsor Speaks 70, Ten-Second Spots 70

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# SELLING THE UPPER MIDWEST?

DON'T FALL  
73,496 SQUARE  
MILES SHORT  
OF GETTING IT!

Your product sales fall short of their rightful goals without KELO-LAND — the Sioux Falls-103 County market that sprawls between the Minneapolis and Omaha markets, beyond television reach of either of them. But you can fill in this vital 73,496-square mile trading area — the KELO-LAND Common Market — with a single-station origination of your sales message. Your commercial on KELO-tv Sioux Falls flows automatically, instantaneously through interconnected KDLO-tv and KPLO-tv to cover it all. Only KELO-LAND TV gives you this full product exposure throughout this great salesland.

\* \* \*

Your commercial on KELO-LAND TV reaches 20% more homes than Omaha's highest rated station, 12.8% more than Denver's, 65.6% more than Des Moines'. — ARB Market Report, Av. Quarter-Hour Homes Reached 9 a.m. to Midnight, 7 Days a Week — March 1962.

CBS • ABC

# KELO LAND

KELO-tv SIOUX FALLS; and interconnected  
KDLO-tv and KPLO-tv

JOE FLOYD, Pres. • Evans Nord, Executive Vice Pres. & Gen. Mgr. • Larry Bentson, Vice-Pres.

Represented nationally by H-R  
In Minneapolis by Wayne Evans



**MIDCO**

Midcontinent  
Broadcasting Group  
KELO-LAND/tv & radio Sioux  
Falls, S.D.; WLOL/am, fm  
Minneapolis-St. Paul;  
WKOW/am & tv Madison,  
Wis.; KSO Des Moines

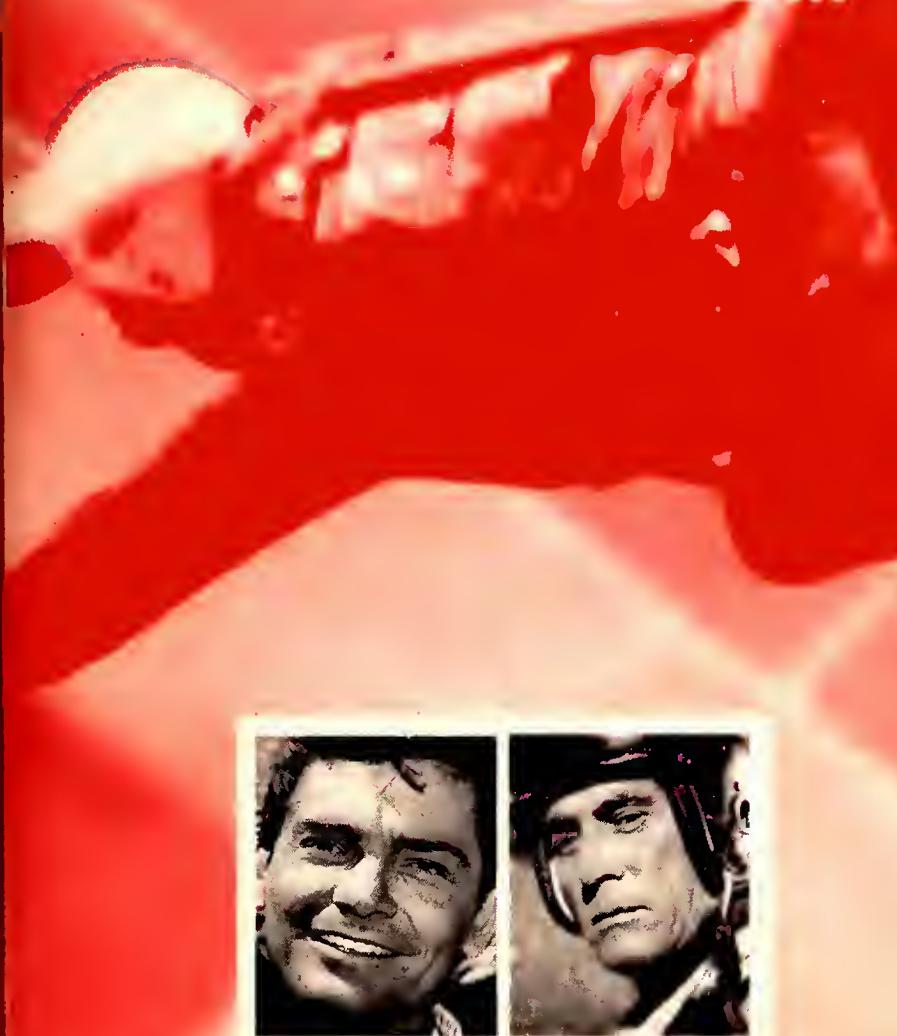
# SOARING

is the word



# for "RIPCORD"

*going into a* **2nd BIG YEAR**



**LARRY PENNELL and KEN CURTIS**

starring for a Second Big Year  
as the skydiving heroes of

**TV'S MOST SUCCESSFUL SERIES OF NEW ACTION DRAMAS**

**SOARING  
VIEWERSHIP  
NATIONWIDE**  
RIPCORD attracts an average

**38.7%**

**SHARE OF AUDIENCE**  
for all 108 markets where  
Nielsen reports the series,  
in its first 7 months on the air

**SOARING  
ENTHUSIASM**  
among SPONSORS and STATIONS

result: **RENEWALS**

SAVANNAH SUGAR REFINING

in Atlanta, Charleston, S. C.

and other Southern cities

LINCOLN INCOME LIFE INSURANCE

in Louisville, Lexington, Ky.

Oklahoma City

STANDARD OIL of TEXAS

in 7 Southwestern cities

WNBC-TV New York

KABC-TV Los Angeles

WRCV-TV Philadelphia

KPIX San Francisco

WDSU-TV New Orleans

WGR-TV Buffalo

WLW-D Dayton

WNEP-TV Wilkes Barre-Scranton

WTVN-TV Columbus, O.

WTVJ Miami-West Palm Beach

WLW-I Indianapolis

WJAR-TV Providence

KIRO-TV Seattle

WTVM Columbus, Ga.

WGAL-TV Lancaster, Pa.

WJRT-TV Flint-Saginaw-Bay City

KOIN-TV Portland, Ore.

KXTV Sacramento

KOLO-TV Reno

WTVT Tampa

KIMA-TV Yakima

WLOS-TV Asheville-Greenville

KVAL-TV Eugene

WFAG-TV Jacksonville

WSOC-TV Charlotte, N. C.

KHSL-TV Chico-Redding

KERO-TV Bakersfield

KFMB-TV San Diego

WCHS-TV Charleston, W. Va.

WRGB-TV Albany-Schenectady-Troy

KROD-TV El Paso

and others

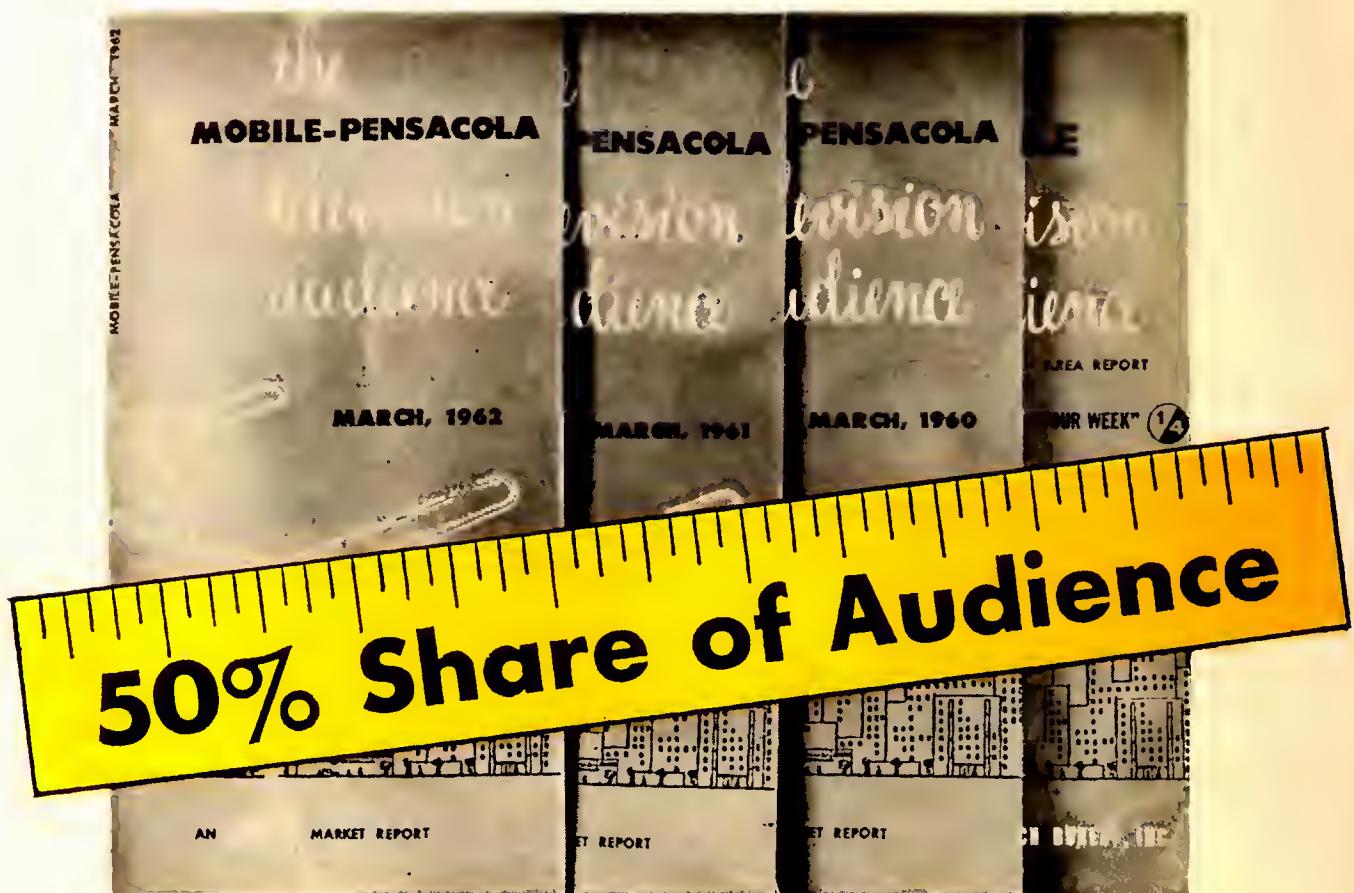
**38 ALL-NEW  
ADVENTURES  
NOW AVAILABLE**

thru your  
**ZIV-UNITED ARTISTS**  
Representative

The Exception To The Rule

**W K R G • T V**

Mobile—Channel 5—Pensacola



WKRG-TV Mobile-Pensacola has enjoyed  
50% or More Share of Audience in every March ARB  
Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call  
AVERY-KNODEL—Representatives  
or: C. P. PERSONS, JR., General Manager



18 June 1962

Latest tv and  
radio developments of  
the week, briefed  
for busy readers

# SPONSOR-WEEK

## P&G BACKS PROTECTION

Advertiser accepts agencies' suggestion of 15 minutes protection as mandatory to all participations orders

As far as P&G is concerned, there are no "ifs" and "ors" about the preservation of the 15-minute product protection margin.

The various P&G agencies have recommended to Cincinnati that it insist on the 15-minute proviso in all new spot tv business placed and the advertiser, a spender of over \$50 million in that medium last year, has bought the idea.

In other words, the procedure of the P&G agencies will be to ask the station as they submit their availabilities whether they are prepared to guarantee 15-minutes protection, whether it be in the day, prime time or fringe time.

If the answer is not unequivocally in the affirmative, there'll be no order.

In the meantime the Westinghouse stations, which started the latest product protection furore by limiting the margin to 10 minutes—at the minimum—have sought to work out some sort of satisfactory accommodation directly with P&G, but without any intent to change basically its new policy.

For P&G this stance, obviously requires considerable delicacy. Aware of its power and weight as the country's largest advertiser (it spends well over \$100 million a year) P&G has always been disposed to treat media with the utmost of indulgence and amiability. It has leaned away

from appearing to use this strength arbitrarily or uncautiously.

Groups other than WBC have already indicated their favoring a reduction in the product protection "standard" and so have a growing number of important stations in key markets.

With P&G backing its agency for a showdown on this issue, it can be said that the fat is really in the fire, and the outcome could be of historic importance for the medium.

### TvB MULLING ARB DEMOGRAPHIC SERVICE

TvB's board of directors meets this week to tackle the ticklish question of whether or not to make a membership recommendation on ARB's proposed inclusion of demographic audience data in its local rating reports, starting September.

The basis of discussion is an interim report on a special TvB inquiry which has been wrestling with two points: 1) do the major spot tv agencies really want this demographic material, 2) and if it's important to them, should the stations underwrite the project via increased fees to ARB.

The committee exchanged points of view on the need for, and agency support of, this additional tv data

(Continued on page 14, col. 2)

### Storer holds firm

Last week Storer's tv division v.p., Bill Michaels, announced that no changes in product protection for its five stations are expected. The announcement came in reply to the recent inquiry from Ted Bates.

Michaels emphasized that there is nothing specific about product protection in the usual station contract.

The Storer v.p. said: "There are just too many nuances, too many widely conflicting views." Michaels insisted that advertisers were getting more protection than they requested in most cases.

According to the Storer statement, its stations adhere to a policy of no conflicting product on adjacency; approximate fifteen minute separations and no product conflict on successive inserts in participating programs.

### NBC TV books \$2.5 million additional for 1962-63

NBC TV wrote an estimated \$2.5 million in advance 1962-63 business last week. Almost all of its participations are in nighttime programs.

Mennen (Grey), Corning Glass (N. W. Ayer), Fritos (D-F-S), Shick (NC&K), and Leeming (Esty), made nighttime participations purchases.

Quaker Oats (Lynn Baker) bought a group of daytime quarter hours.

## LAND, TRADING STAMPS SWELL RADIO ORDERS

Station groups are making all sorts of discoveries as a result of using data machines to analyze business trends.

CBS Radio spot sales, for example, found some important tendencies within the 8% overall increase of business in the first four months of this year. The top six advertiser categories increased their share by 15.8%, and food and travel again took the one-two spots.

But there was special significance in the increase of consumer services spending by 39%, biggest rise in the study, jumping the category from fifth to third place.

What's behind the sudden rise of consumer services to third place is heavy spending in areas such as real estate and trading stamps, coming on top of buying in banking, insurance, and loan fields. In fact, CBS reports that Horizon Land, a home and vacation site type of developer, placed one of the biggest orders in memory of its type with the Los Angeles office.

Oddly enough, the proliferation of credit cards hasn't contributed much to spending on the radio stations represented.

Tobacco, autos & accessories, and drugs occupied fourth through sixth place in the study.

## H-R to represent third Tampa tv outlet

H-R will represent the new third tv channel in Tampa, which goes on the air this fall.

The station has the call letters WTSP-TV, indicating its expected coverage of Tampa and St. Petersburg, but there's a move afoot to change the letters to WLCY-TV to take advantage of the familiar radio station with those letters.

The new station is affiliated with ABC TV.

## Radio Hall of Fame selects fourteen

Chicago:

The first selections for the Radio Hall of Fame were announced here last week by the American College of Radio Arts, Crafts & Sciences.

The 14 names listed this year include: Amos and Andy (Freeman Gosden and Charles Correll), Fred Allen, Jack Benny, Norman Corwin, Dr. Lee de Forest, Arthur Godfrey, H. V. Kaltenborn, Graham McNamee, Don McNeill, Guglielmo Marconi, Edward R. Murrow, Gen. David Sarnoff, Kate Smith, and Paul White.

A special room for the hall of fame is being opened on the third floor of the Conrad Hilton Hotel here.

## ATLANTA REPS ASSN. MAKES RADIO/TV AWARDS

Atlanta:

The Atlanta Radio and Television Representative Association made its fourth annual awards for commercials last week, giving first prizes to LNB&L for Rich's Store in radio and McC-E for Coca-Cola for tv.

Judges were Moreland Moncrief, past president of Atlanta Advertising Club, Howard Dye, president-elect of Sales Executive Club of Atlanta, and Jack Williams, secretary of Georgia Association of Broadcasters.

## It's re-runs 10 to 1 in syndication future

In syndication for 1962-63 there's every indication the ratio of off-network re-runs to first runs will be as high as ten to one.

Trade estimates are that there'll be over 30 re-runs, some of them full-hours and some with several years of backlog.

(Continued on page 52, col. 1)

## 3 ALLEREST SPECIALS IN 4 DAYS ON ABC TV

Allerest (Papert, Koenig & Louis) will present three full-hour specials during the four-day period 11-14 August over ABC TV.

Such a buy is unique and so is the product marketing problem: to catch the brief ragweed season with the hay fever relief tablets.

The three specials are Invitation to Paris, The Bing Crosby Show, and a one man Shelly Berman show. Each will be seen at 10-11 p.m. EDT. The first two are repeats.

## O'Connor, Koenig named Bolling v.p.'s

The Bolling Company, station representatives, has created two new posts: sales vice presidencies for its radio and its tv activities, effective today.

Robert O'Connor, former tv sales

executive for The Katz Agency, has been named v.p. for tv sales. He began his broadcasting career 20 years ago as a time-



R. O'Connor

buyer for Esty and has also served for Avery-Knodel and on the sales staff of several magazines.

Richard G. Koenig has been named v.p. for radio sales. He was formerly an account executive for Mutual Broad-

casting System. Earlier, he served at Bolling from 1953 to 1959, when he was assistant sales manager. He moved to PGW in 1959.



R. G. Koenig



# a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

People of this country must be readily aware that the daily press (printed variety) of this nation is a relatively tightly held industry. This great and original medium of expression and information is dominated by a few very influential personages or corporations.

Surely, every one of us has at some time or other found that if we held opinions or made statements or even engaged in activities which were not to the liking of the persons who control the newspapers and news magazines; then our actions, opinions and statements were either completely ignored or hopelessly distorted in presentation to the public by these media.

Such is not the case in the radio industry. Though there are some, and we should note well who they are, that complain that this in-

dustry suffers from too much competition, the fact is quite clear that radio serves what many of us really know to be the interest of the public. By this we mean, that it is clear the matter of adequacy of competition, the diversity and even antagonism of ownership and the localization of interest have brought about a great thing in this nation. People in many parts of the nation have come to depend on their local radio station for local news, local advertising and all forms of local service. Yet at the same time, the radio industry as we all know is not unavailable to the national needs of the entire American people.

The choice between which of these two paths to direct the growing television industry should never be in doubt.

**Represented nationally by HOLLINGBERY**

## CROSLEY, WIBC, PUT PROPOSAL TO FCC

Washington:

A proposal to end the 8-year litigation over Indianapolis tv channel 13 has been submitted to the FCC by Crosley Broadcasting and WIBC, INC., acting jointly.

Under the proposed agreement, Crosley would keep the channel on which it is operating WLW-I (which the FCC has ordered it to vacate) and WIBC, Inc. would buy WLW-A, Atlanta, from Crosley.

The FCC would have to approve both parts of the deal or it would fall through.

WIBC gained a court remand to the FCC's award of the channel to Crosley on the grounds that Commissioner T. A. M. Craven shouldn't have voted without hearing oral argument. This technical point produced new hearings and an FCC verdict for WIBC. Crosley operates under a stay, pending its appeal.

Both parties now argue that court and commission settlement would take two to six years and cause needless expense and effort to Crosley and the government.

It is now up to the FCC to decide on the new agreement, under which Crosley would pay WIBC \$100,000 for its out of pocket expenses in its eight-year claim, and WIBC would pay \$2.9 or \$3.3 million for WLW-A, depending on whether it leases or buys studios and land.

## Special summer Videotape incentive

Videotape Productions is offering a number of special incentives to advertisers to produce their tapes during the summer months.

The plan involves some free sets, props, tape dups, testing, and location shooting, figured against fixed proportions of card rate for major production charges.

## TvB MULLING ARB

(Continued from page 11, col. 2)  
at a meeting last week with ARB's James Seiler.

One thing that made itself quite manifest at this gathering was that there was a strong difference of opinion as to whether leading spot agencies felt their required further demographic information as part of the regular rating reports.

Seiler said he had received quite a favorable response from agencies which ARB had queries by letter on the issue.

On the other hand, the TvB special committee pointed out that it had interviewed 10 top agencies and all but three showed no enthusiasm for ARB's inclusion of demographic audience data in its regular reports.

The committee seemed to incline toward the position that if such information were to be made available it should be limited to ARB's two annual sweeps, which come around November and March.

Seiler's reaction to this was that ARB was too deeply committed contractually and in other ways to set up this data as a supplementary report.

What the committee was obviously driving at was this: if the demographic data were not an integral part of the monthly reports tv stations would then have the option of buying or not buying the data, thereby making it necessary for ARB to increase the cost to stations of the monthly report. (These hikes run from 12% to 17%.)

(For article on computer demographic data research, see page 29, this issue.)

## Senate passes channel bill

Washington:  
The Senate last week passed an all-channel bill similar to the one passed by the House recently.

It is expected the House will go along with minor changes, and Presidential approval is likely.

## SARNOFF: U.S. TV FAVORABLE ABROAD

Philadelphia:

Robert W. Sarnoff, board chairman of NBC, cited recent U. S. Government findings—that American tv exports are creating a favorable impression overseas—in a talk designed to dispell fears over the effect of U. S. tv abroad.

Speaking before a luncheon of the USO of Philadelphia, Sarnoff cited a USIA survey done last year in 34 field posts.

## 6 to use RAB test plan by July; more to follow

RAB's Kevin Sweeney told the board of directors last week that he expects six national advertisers to be using its Radio Test Plan by July and 30 to use it by December.

Four of the six spend almost no radio money and two will try new markets. Food processors, an airline, a toiletries firm, and a household cleaner are included among the six.

Kevin Sweeney reported that 60 advertisers representing a potential of \$85 million in radio spending have heard the RTP presentation.

## Chun King leaves BBDO

Duluth:

A new agency is expected to be named shortly for Chun King canned American-Oriental foods, which left BBDO last week.

The frozen line has already been re-assigned from BBDO to McCann-Marschalk.

## WCBS-TV 2½ prime hours for Shakespeare performance

A complete Shakespeare play will be presented on U.S. tv for the first time in an unusual two-and-a-half-hour pre-emption of prime time on WCBS-TV, New York, on Thursday, 21 June.

The show will be sustaining but the chainbreaks will be sold.

**"I'm glad this is  
a live broadcast.  
The people of  
Detroit will now know  
what you are  
trying to shackle  
them with."**



**The voice:** Senator Smeekens. **The time:** 2:30 a.m. **The place:** The Michigan State Senate.  
**The setting:** The first live broadcast in history from the floor of the Senate.  
**The station:** WXYZ, one of the six ABC owned radio stations.

Should citizens pay a state income tax? When the Michigan State Senate convened at 8:00 P.M. on April 24, ABC owned radio station WXYZ was on hand. When it adjourned at 11:00 A.M. on April 25, WXYZ was still there. During the bitter 15 hour debate, broadcasting history was made. This was the first live coverage of the Michigan State Senate in session. The WXYZ action in

serving the people of Detroit exemplifies the type of public service programming one can expect from the six ABC owned radio stations. A polio vaccine drive...a campaign for automobile safety...an award-winning fund appeal for Radio Free Europe. These are just a few of the many community projects that have won the six ABC owned radio stations listener response and respect.



**ABC OWNED RADIO STATIONS**

WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO  
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES

# 555/5<sup>th</sup>

## Pre-war and early '40s

I might be mistaken, but as a time-buyer who desires to be kept up to date on local and national happen-

ings I read your magazine constantly and it appears to me that the ad you used in your May 28, 1962 issue of SPONSOR for the magazine it-

ONE OF A SERIES

## WHBF PLUS FACTOR

Community leadership by staff personnel heightens WHBF stature in Quad-City area

A recent survey of WHBF staffers revealed that 61 of them (over  $\frac{2}{3}$ ) devoted personal time to local civic affairs . . . as officers, directors, advisers, chairmen. This represents literally thousands of man hours to help build community progress and welfare.

The WHBF stations also consistently support every recognized civic, business, and charitable group in the Quad-Cities with radio and television time.

These contributions to community progress reflect beneficially on this station as a trusted, neighborly institution. This corporate image of solid substance has established for WHBF a deep and stature-producing root system in the Quad-City area.

"The deeper the roots, the stronger the tree." Here is a tangible and important WHBF plus factor to be weighed in the time-buying decision.

# WHBF

RADIO • FM • TELEVISION

Call Avery-Knodel



self is somewhat out of date.

It takes no more than a cursory glance to realize that the cars crossing the bridge (I assume it takes place in New York) are of pre-war and early 40's vintage. Couldn't you dig up a photo with a few recent model automobiles in it?

Walter Archer, Jr.  
media department  
D. P. Brother and Co.  
Detroit

The locale is the famous Golden Gate Bridge between San Francisco and Oakland. Otherwise, Mr. Archer's vision is 20-20.

## Opened with 17 accounts

Thought you'd be interested in knowing that LaGrave Advertising Agency has opened with 17 accounts at 924 Des Moines Building, Des Moines, Iowa. We've named Mrs. Pat Rex radio-tv copy director and Bill Ogg account executive. I've been in the agency business in Des Moines since 1947.

Mrs. Rex was in the merchandising and sales promotion department of Wallace Farmer. Bill will specialize in direct mail but will also handle all other media for his clients. He was formerly department store promotion manager of *Look* magazine. He has been employed with McGraw-Hill Publishing Co. in New York City as mail promotion manager and in the sales promotion department of Butler Manufacturing Co., Kansas City, Missouri.

Edward LaGrave, Jr.  
president  
LaGrave Advertising  
Des Moines

## I will eat each pretzel

I enjoyed almost all of your suds review of "The Great Time-Killer," my book on the degraded condition of television SPONSOR, 21 May.

My sole exception to your pungent expressiveness is your vague remark that I have twisted the television story into "pretzels of untruth." You are calling me a liar, which I am not.

I would therefore appreciate an opportunity to meet you in public, under any auspices, so that you may point out a single lie in this book. If you can do so, I will eat each pretzel of untruth as it comes across the table.

No doubt you will decline this in-

vitation, because, I suspect, you are simply using the soapy double-speech of television-advertising; you were merely disagreeing with my opinions.

But your review did serve a valuable purpose. Sponsor P&G must love SPONSOR magazine more than ever.

Harold Mehling  
Ossining, New York

#### Blanket permission

Can you—will you—allow me to quote from your publication in a monthly newsletter circulated to the Florida Association of Broadcasters? Credit will be given of course, and any quotations will be brief, suggesting a reading of the full story.

My appointment as executive secretary of this group, representing nearly 150 radio and television stations, becomes effective on June 15. Preparation of a newsletter of two to four pages will be a regular chore, and the sort of blanket permission I hope you'll give will materially lighten the job, and brighten the content.

Kenneth F. Small  
director, WRUF  
Gainesville, Florida

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#### Note from Italy

Many of your readers might be interested to know that the name we have chosen for our firm in Milan, Italy, which will handle programing films for tv, and filmed commercials for tv and cinema, is Cobre Distributors, Address: Corso Europa 22.

Incidentally, I've run into a surprising number of people over here who are quite familiar with SPONSOR.

Arthur E. Breider  
Cobre Distributors  
Milan, Italy

#### Radio listenership

Please send us five copies of reprints of the article "Radio's Unknown Audience" which appeared in the June 4th issue of SPONSOR. The article was done well and to the point on many unknown facts about radio listenership.

Leo A. Jylha  
manager  
WBCM  
Bay City, Mich.

#### For students of broadcasting

During the past two years I have been using copies of AIR MEDIA BASICS and TV BASICS respectively in a class which I teach in "Broadcasting Programing."

Previously the course has been offered during the spring term. During the next academic year, however, it will be offered during the first term beginning in September. I am wondering as to the proposed date of publication of the 16th edition

and whether copies could be ordered in advance so that they would be received in time for opening of classes on September 17, 1962?

I am also wondering if the 16th edition will be devoted exclusively to television or will contain radio basics as did the earlier editions?

Donald M. Williams  
American University  
Washington, D. C.

A combined edition of radio and tv basics is planned for publication in early September.



WESTERN UNION  
TELEGRAM

Class of Service  
This is a fast message  
unless a deferred character is indicated by the proper symbol.

W. P. MARSHALL, PRESIDENT



MANAGEMENT AND STAFF  
WRBL-TV AND WTVM  
COLUMBUS, GEORGIA

WE WHO FORMERLY BOASTED THE "TALLEST TOWER IN THE SOUTH"  
WISH YOU AS MUCH SUCCESS WITH YOUR NEW TALLER SKYSCRAPER AS  
WE NOW ENJOY WITH WHAT IS ONLY THE SECOND TALLEST IN THE  
SOUTH AND THE SIXTH TALLEST IN THE WORLD. BEST WISHES.

WALTER M. WINDSOR GEN MGR  
KTAL-TV SHREVEPORT, LA.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICES



CHANNEL 6 NBC For SHREVEPORT  
Selling the booming Ark-La-Tex from 1,553-feet above ground,  
1,580-feet above average terrain!

# Commercial commentary

## Power, publicity, and law

It isn't often that you can find much which is meaty, meaningful, and quotable in the public statements of a practicing attorney.

The legal profession, bless its flinty-hearted soul, has a passionate addiction to intricately woven, densely matted trade prose which may be impervious to bifocalized nit-picking, but seldom has any real lift, clarity, or inspiration.

That's one reason why I was so impressed with the remarks of my friend, Gilbert H. Weil at the recent spring meeting of the Association of National Advertisers. Gil, who is general counsel for the ANA, and has an impressive list of other clients including Bristol-Myers and ARF, I thought stole the show.

His clear, vigorous explanation of "The Washington Atmosphere and What It Means to Business" provided a perspective on the problem of the government agencies which I believe is immensely valuable to all of us in advertising and broadcasting.

Here are some significant quotes from Gil Weil's talk:

*We must open our eyes to the fact that the legal viewpoint (about government regulation) just 'ain't what it used to be.'*

*The operation of government regulation has become a different game from the one we knew . . . the rules are different, it is played on a different field, the scoring is different, and often the stakes are much more serious.*

### The new game of power

According to Gil there is no point in mourning the change, or trying to debate it. What's needed is to face and understand it.

*The nub of the matter is that the new game of government regulation is a game of power. It used to be one almost entirely of law but now law is simply one of the sources of power and not the only one.*

The reasons for the change, says Gil, go deeper than mere bureaucracy, paternalism, or thirst for power. They lie in the public itself. When people feel they are being imposed on, and cannot protect themselves they want government to step in. If they are satisfied, they are at best indifferent to government exercise of control over other people.

In addition, business activities have become so much more complex that Congress and the courts can't handle them in detail. So they have to delegate the administrative job to the agencies.

*When Congress and the courts control operations within the community, law is the prime determinant because Congress and the courts are fountainheads of law. That is how they operate.*

*Theoretically the agencies are supposed to do the same. But in reality they are expected to control the field they have been set up to regulate. When things go wrong neither Congress nor the public*

*(Please turn to page 20)*

your key to more  
Virginia homes

WRVA-RADIO's  
Coverage Area Is  
Equivalent to a Metro  
Ranking of 15th In  
Retail Sales\*

\* Sales Management  
Survey of Buying Power—1961

# WRVA - RADIO

50,000 Watts AM, 1140 KC  
200,000 Watts FM, 94.5 MC  
Richmond, Virginia



National Representative:  
PETERS, GRIFFIN, WOODWARD, INC.

# decision

The first year  
in a new business  
is the year  
to watch.

**It's the Year  
of Decision.**

We're proud to  
mark our  
**First Anniversary;**  
it's been  
a successful year!

We're on our way...



ADVERTISING TIME SALES, INC.

**W E S H - T V**

*Proudly  
Appoints*



**ADVERTISING TIME SALES, INC.**

as

*Exclusive*  
**NATIONAL**  
**REPRESENTATIVES**  
*on June 1, 1962*



**W E S H - T V**

Orlando-Daytona Beach

**NOW!**  
FROM THE TALLEST  
STRUCTURE  
IN THE WORLD!

**wTVM**

THE ONLY STATION  
Serving Columbus, Al-  
bany, and Macon, Geor-  
gia, with primary Grade  
"B" unduplicated service.

**wTVM**

is #1 sign-on to 12:00 noon;  
3 p.m. to sign-off, Mon.-Fri., in  
average 1/4 hr. homes reached  
according to March '62 ARB!

**wTVM**

is #1 sign-on till 12:00  
noon, Mon.-Fri.; from  
7:30 p.m. to sign-off Sun.-  
Sat. in average total  
homes per 1/4 hr. ac-  
cording to March '62  
NSI!

**wTVM**

has the #1 kid show, 5-6 p.m.,  
according to both ARB & NSI!

**wTVM**

is the station to GROW  
with! Ask about the  
amazing GROWTH  
TREND when you...  
call the man from  
YOUNG TV!

COLUMBUS



MACON

ALBANY



**wTVM**

9 COLUMBUS, GA



YOUNG VOICE CORP.

## Commercial commentary (Cont. from p. 18)

is in a mood to listen to excuses or explanations of legal technicalities. They want results.

As examples of this, Gil Weil cited incidents involving the FCC, FTC and the Food and Drug Administration. Because these and other agencies feel under pressure for total results, they search for the powers to get such results.

The first source, says Gil, is the law itself. But there are certain situations where even by stretching existing law the agencies find themselves unable to accomplish what they feel they must do.

*So they turn to other directions outside—not contrary, not illegal, but extra-legal. And the major one is publicity.*

### Government by press release

*Today the public press has become as major a forum of regulatory compulsion as the courts of law. Today we have government by press release. It is a quick method. There is no cross-examination, no appeal, and usually little opportunity to defend.*

*Unfortunately the press itself is more inclined to feature the dramatic accusation than the defensive denial. The result is that all too commonly we find a company forced to yield to the demand of some agency, not because it feels the agency is right, but because it has more to lose by the publicity of being attacked than it can gain by winning the litigation.*

These, says Gil Weil grimly, are matters that we have to consider nowadays in dealing with regulatory agencies. It may be disastrous if we think only of our legal rights. Much more is involved.

But, despite such blunt, cold-turkey talk, Gil did not leave the ANA membership in a state of chilled despair. He believes much can and should be done by business men.

Two types of men make up the regulatory agencies, according to Gil. The great majority are sincerely motivated by what they believe is the public interest. The others act solely out of political considerations.

The first group can be dealt with by getting to know them better. The second by enlisting the public and Congress on your side.

As to the matter of public relations, Gil sums up with what I believe should be a credo for both advertising and broadcasting:

*We are not helpless in the battle for public support.*

*The point is—we must assume we are living in a fish bowl. We must assume that there is nothing we do that will not at some time be exposed to public gaze. We must conduct ourselves in such a way that we are not uncomfortable when that possibility materializes. We must guide ourselves as we judge others will estimate us.*

*Then, on the affirmative side we must make our views known. We must try to get them across to the public. You cannot win a competition of ideas without entering them in the contest.*

*The success or failure of what we do is going to be determined by the degree of public sympathy, apathy or antipathy to our cause.*

*The public must be made to know what the issues are, and to see that its interest is tied in with ours. Do not expect to be backed vigorously by the public on matters of principle. The public must be made to see it will be hurt by what hurts us, helped by what helps us.*

*When this is not true, we'd better take a look at ourselves.*



**LOOKING FOR A SPONSOR?**

Well...Sponsors are looking too...looking for the best buy in TV time to sell their products and services...quality feature film programming is a proven way of accomplishing this..."Films of the 50's" is an exciting new product, well balanced, with today's top stars, in today's pictures...Seven Arts' "Films of the



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUKON 6 1717  
CHICAGO: 8922 D.N., La Crosse, Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADAMS 9-2855  
L.A.: 232 So. Reeves Drive G.RANite 6 1564—STATE 8-8276

50's" sell Advertisers products and services from Erie\* to San Diego\*...to find and keep Sponsors...program the best...Program Seven Arts'"Films of the 50's — Money Makers of the 60's."

\*For a complete rundown on these and other successful Sponsor case histories contact your nearest Seven Arts sales office.



**from beachheads**



**to redheads, blondes and brunettes,**

from D-Day to Paree-Day, they fought, they gripe, they loved...they were the Infantry.

That unsung star of all wars, the dogface, is the star of Combat (7:30, Tuesdays)—ABC's new hour dramatic series set against the stirring events of World War II.

The backdrop is Omaha Beach, the Battle of the Bulge, the Liberation of Paris...but the focus is close in, on the human story. The story of men at war—their griefs and glories, their laughs and loves.

Sharing the acting honors in this taut,

suspenseful series produced by Academy Award winner Robert Pirosh are Rick Jason, Vic Morrow, Blake Rogers and Shecky Green.

Sharing the audience honors are millions of adults who associate World War II's great moments with their own lives. And millions of youngsters fascinated by these exciting pages of history so recently past.

A big audience, that is.

**COMING ON ABC-TV: "COMBAT"**

# SPONSOR-SCOPE

18 JUNE 1962

Copyright 1962

SPONSOR  
PUBLICATIONS INC.

Looks like Colgate's actually heading for the adoption of an annual blanket-like contract for spot tv, on which it spends around \$20 million a year.

The blanket contract has been the norm with P&G for many years and Lever has had it in effect in scattered instances. With Colgate the discount setup has been pretty much on an as earned basis.

Bates is reported to be doing the groundwork on putting together the blanket form and will most likely serve as the control agency a la Compton for P&G.

It's been a trade impression for some time that Bates was dubious about the efficiency of the master contract. If anything, it certainly entails a lot of added help and paper work.

Several CBS TV affiliates have already started to juggle their fall schedules with the purpose of preempting chunks of midevening time for the installation of their own spot carriers.

The basic motivation: to make up the revenue lost as a result of the network's institution of a cut in afternoon station compensation.

One affiliate is going off the reservation in a grandiose way: it's taken over Thursday 9 to 11 for feature movies and Friday 9:30 to 10:30 for an off-the-network rerun series. It'll reschedule the preempted network series, starting some of them at 7 p.m., instead of the usual 7:30 network takeoff.

What's obvious is this: CBS TV station relations has quite a job cut out for itself in the next month or so to stem this sort of thing before it becomes a tide.

Users of flight tv schedules may have something worth pondering in a suggestion that's emanated from the rep gentry in Chicago.

The proposal: flight buyers stop concentrating on product protection, schedule guarantee, etc., and go straight ROS to achieve rating goals.

From the reps' point of view, trying to provide the buyers of short flight campaigns with all the built-in factors they request has not only become progressively tougher but the servicing of these demands is getting far too expensive.

According also to the reps, the ROS stratagem has a logical basis for the flight and hiatus-type advertiser in that his spots are immediately movable for the long-term, consistent advertiser.

Comment on the proposal from a veteran media buyer: The ROS-rating point device would be perhaps preferable if station personnel could be depended on to give the advertiser the right shake.

The apparent trend among the topbracket agencies to consolidate their services under a single head could have eventual forebodings for tv departments.

In other words, since they've ceased to do any creative programing they could be swept up into this big inter-department service basket along with media, research and merchandising.

The theory here: the interlocking of all services under one management authority would not only improve the cooperative efficiency of the groups but assert better control over inter-department costs. In brief, curtail the shrinking profit margin.

**Lestoil Products, Inc., is apparently on the prowl for a Madison Avenue agency.** The account's been around that neighborhood inviting a pitch. It would make the third step in the Lestoil agency odyssey.

The original Lestoil ownership had a house agency in Holyoke, Mass. When a syndicate took the company over from Jacob L. Barowsky it assigned the account to Sackel-Jackson, Boston. The account's now worth \$5.6 million.

**Spot tv may be having a dilly of a year (TvB says it's up 16.7% for the first quarter) but the smaller markets have a gripe: it's not filtering down to them.**

The imbalance has created an unhappy plight for the reps with stations in such markets in more than one way. They're brooding not only over the dearth of billings but the stations' penchant for vending their frustrations on them.

**These reps point out that the buying pattern has undergone a sweeping change due in large measure to the innovation by the networks of the spot carrier, scatter plans, in-and-out short schedules and also the steady increase in time costs.** Hence the disposition of advertisers to concentrate their spot efforts more and more in top metro markets.

However, there's a school of thinkers on the buying side who say there's an avenue out of this dilemma and their suggestions are these:

- 1) Stations develop realistically-priced rate cards based on a favorable cpm for the market.
- 2) Compose strong market stories, including such factors as test market advantages, qualitative audience information such as income brackets, occupations, age groups, etc.
- 3) Stations in the smaller market take their documented stories directly to the advertisers, but first advising the agencies of their intent, if only out of diplomacy.

**Norelco (LaRoche) has started its annual enlistment of stations to carry its pre-Christmas (October-November) weekend blitz.**

It would all be on an ROS basis, with adjacency to sports events preferred.

Broad stipulations of the search; about 50 announcements through Saturday and Sunday adding up to 175 rating points; the spots would be split equally in prime, fringe and day-time; desired segmentation, 50% minutes, 25% 20's and 25% I.D.'s.

**Bayuk is expected to make a decision this week on what its media spending will be like during the 1962-63 season.**

In any event the cigarmaker will have before it the recommendation of its agency, Wermen & Schorr.

After spending around \$5.7 million in network tv sports during the 1960-61 season, Bayuk swung entirely over to spot tv, but at a rate that couldn't have been much over \$1 million.

**It's nothing for the medium to get wrinkles over, but the average hours of viewing per tv home per day fell off a bit with the start of this year.**

These measurements are Nielsen's and cover January-February each year:

Total day	1962 five hrs.; 59 mins.*	1961 six hrs.; four mins.**	1960 five hrs.; 55 mins.
TIME SPAN			
6 a.m.—12 noon	-1%	+8%	—
12 noon—6 p.m.	-1%	+5%	—
6 p.m.—11 p.m.	-2%	-1%	—
11 p.m.—6 a.m.	0	+4%	—

\* 2% less than 1961; \*\* 3% more than 1960.



## SPONSOR-SCOPE *continued*

If the Nielsen top 40 is used as a norm, the western still shapes up as a pretty reliable commodity of nighttime network tv.

SPONSOR-SCOPE took the 40 shows that led in the NTI for the first two weeks of March, applied them to the various types of shows that were on during that period and evolved the following batting averages:

CATEGORY	TOTAL	TOP 40	BATTING AVERAGE
Situation comedy	28	14	.500
Westerns	12	7	.583
Suspense-Crime	13	3	.230
Adventure	12	4	.333
Anthologies	10	2	.200
Aud. Partic.-Panels	6	4	.666
Variety	4	2	.500
Comedy	4	1	.250
Music	3	2	.666
Specials	3	1	.333

Note: No news-informational or sports series hit the top 40.

ABC TV feels that the tendency of medium-sized advertisers to spread their daytime budgets over more than a single network will be more pronounced than ever next season.

Favoring this pattern, contends ABC TV, is the fact that the advertiser not only increases his reach and frequency but snares hosts of the lighter types of viewer.

Three of the middleclass grade of advertisers that make use of a second daytime network are Corn Products, Scott Paper and Vicks.

Maybe it's a clue to why daytime spot tv hasn't been faring as well as nighttime: the tv networks have been doing so well in daytime orders lately that they're unanimously predicting that by 15 July their daytime stock for the fourth quarter will be sold out.

Lessening the supply of daytime is ABC TV's withdrawal of five half hours a week. ABC TV hopes to restore the strip in the fall, depending on the condition of the daytime market and the availability of the right program.

NBC TV had a fair share of fall daytime buying going for it last week, with the clients including Quaker's Puss 'n' Boots (Lynn Baker) and Hartz Mountain bird seed (Hartman) and Thomas Leeming (Esty).

Quaker and Hartz Mountain each will have five minutes per week for 26 weeks, while for Leeming it'll be nine minutes a week.

Leeming also bought another nighttime minute, making it two night minutes a week.

Don't expect ABC TV to disclose where its Father Knows Best reruns will be spotted in the afternoon until NBC TV ties the bows on the fall lineup.

To ABC TV Father is a sort of an ace in the hole, not to be flipped until NBC TV confirms the establishment of a Merv Griffin variety show in the 2 to 3 stretch (starting about 1 October) and the transfer of the Loretta Young reruns to 3-3:30 p.m.

The likely price tag on the variety newcomer is \$3,500 gross per minute.

In the next NAB bulletin to station members they'll be a word of caution about the highly speculative nature of some of the distantly located subdivision offers that are being placed with advertising media.

The item, prepared by the National Better Business Bureau, will tell how broadcasters can get official information on such real estate developers.

Compton has taken a wholesale stand against any deviation from the unwritten standard of granting 15-minute product protection to spot tv users.

The agency recommended this as a policy for all future business to all its clients and acceptance, according to Compton, has been unanimous.

Involved is not only P&G but a pretty sizeable user of spot, Alberto-Culver.

(See SPONSOR WEEK, page 11, for details of P&G's support of agencies on issue.)

Agencymen who work closely with supermarket chains say that these retailers admit themselves trapped by the current consumer craze for merchandising stamps.

The nub of the supermarkets' plaint: we'll have to go along with the onrushing fad until it runs its course, but in the meantime it's eating into our margin of profit. Augmenting the profit squeeze: one merchant outbidding the other in bonus stamps on certain shelf items.

In the meantime also, the spiraling demand for stamps has been a rich harvest for advertising media.

Kellogg (Burnett) will go on for another season with its spot structure of cartoon halfhour strips for the youngsters.

The renewals have already gone out to the reps. At one time this investment was estimated at between \$6.7 million.

Tv stations in quite a number of markets are making the toy industry an exception to the rule about not confirming contracts less than 30 days prior to starting date.

A reason they advance for the dispensation: it is imperative that toy manufacturers inform jobbers and dealers of their advertising plans as long in advance as possible if they are to avoid creaming by their competitors.

One of the exceptions: DeLuxe-Reading Toys out of the Zlowe agency. It's buying half hours.

Fashions in the length of commercials appear to be taking a new turn in spot radio.

Price and time of day have less to do with the change than the fact that availabilities have become so tight in a few of the top markets.

The stations in these markets have come to the conclusion that the only solution for this predicament is to increase the number of commercials but without violating the NAB code on the standards of commercial time per length of program.

So the hint has been passed on to interested agencies that 30-second commercials would be welcomed over the one-minute kind.

Reps for such stations with tight schedules say that a number of agencies have responded to the idea with alacrity.

Agency marketers in the beverage fields figure that with the good weather that the country's been having brewers and bottlers of soft drinks should have a banner year.

The consensus of those with suds accounts, contacted by SPONSOR-SCOPE, was that at the going barrelage rate plus the favorable weather consumption should be up 3-4% on the year.

**For other news coverage in this issue:** see Sponsor-Week, page 11; Sponsor Week Wrap-Up, page 52; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 68; and Spot Scope, page 60.



## TWO OF 104,000 FEET

She came to see us last year... along with 52,000 other Carolinians. Just two little feet out of the 104,000 that walked into our studios. ■ Some were the feet of adults who came to watch live wrestling<sup>(1)</sup> or to dance on the Woody Hayes Open House<sup>(2)</sup>. Others were the feet of youngsters who marched and played games with Cap'n Five<sup>(3)</sup>. ■ After the show—like this little girl—they all go back home to keep on watching us. Having been right here with us, somehow they feel just a little closer to us now.

NBC TELEVISION

**WRAL-TV**

CHANNEL 5  
Raleigh-Durham, N.C.

Represented Nationally by H-R

(1) Professional Wrestling / Sat. 5:30-6:30 PM  
NSI Rating 21.5; 54,100 Homes

(2) Woody Hayes Open House/Sun. 5:00-6:00 PM  
23,800 NSI Homes

(3) Cap'n Five / Mon.-Fri. 5:00-6:00 PM  
47,000 ARB Homes; NSI Rating 23.5



WITH  
WBT RADIO  
YOU FOCUS  
ON THE  
ONE WHO  
PAYS THE  
BILLS

*"It's a great party, Mrs. Williams."* The mother in the background is one of the nation's adults, who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money...and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults... **WBT RADIO CHARLOTTE.** Represented nationally by John Blair & Company.

Jefferson Standard Broadcasting Company

#### **Individual viewing record for each family member**

**DIARY** of tv viewing in ARB's 1962-63 local market reports will be filled in by each member of family, with age and sex additional qualitative factors

**SPONSOR COMPUTER  
REPORT NO. 4:**

# ARB'S new data puts admin into a 'qualitative quandary'

**A**dvertisers, agencies and stations are entering another historic moment in the dramatic computer/qualitative data epic this week. They are seeing, for the first time, actual formats of a major research firm's audience expansion service.

The American Research Bureau has issued both a sample copy of its fall television market report ("The Yourtown television audience") and a de-

scriptive booklet showing standard and summary page formats, etc., as well as arranged meetings with leading advertisers, agencies, and stations. Whether by brochure or personal presentation, industry executives are now face-to-face with additional demographic data and breakouts; in fact, not fancy.

For months, the idea of such research expansion

has been broadcasting's most contentious phantom. Brought sweepingly into the open by the seemingly insatiable appetite of computers (see SPONSOR, 29 January, 30 April, 21 May, 1962), this sleeping giant of an issue sprang to reality earlier this year when ARB announced its decision to include demographic breakdowns in its '62-'63 reports. This week's unveiling of that expansion, and what it will mean, is certain to be an industry rouser. The extent of solid, practical agency interest in, and desire for, demographic breakdown, and/or the form it should take, is highly uncertain. The extent of station willingness to subscribe to these expanded services is yet to be determined. Qualitative measurement plans of the other research houses are still to be announced. The entire demographic issue is, if anything, more inflammatory than ever. It is

in this unresolved picture, this blistering climate, that ARB's expansion program is released.

Here's what that program will include:

- In addition to current categories (i.e. time, program, station, homes, metro rating, metro share and audience composition), the 1962-'63 local market reports will provide, for all shows, the following qualitative data: total men, men 18-39, total women, women 18-39, teens 13-17, children, total columns for each category.

- A summary book containing the complete data shown in the monthly local market reports, with—in addition—the following qualitative information appearing during sweep months, November and March, but not included in the basic pocket-piece:

*November.* Proportion of viewing

homes by size of family—percent of homes viewing by 1-2, 3-4, 5-and-over members in the family; proportion of viewing housewives—percent of housewives, working and non-working.

*March.* Proportion of homes viewing by family type—percent of homes viewing by no child under 18, youngest child under 6, youngest child 7-17; education in two groups—percentage with no college, percentage with college.

- A spot activity report (optional), being offered to advertisers and agencies for the first time; in essence, a semi-annual computer service for cost control and efficiency analysis.

- A sales territory analysis, also optional, which will delineate for advertisers all data on a sales territory or divisional basis.

"The merger of CEIR and ARB,

## New ARB formats now being studied by agencies, stations

	Station	Metro Share	Total Homes (00)	MEN		WOMEN		TEENS		CHILDREN (00)
				Total (00)	18-39 (00)	Total (00)	18-39 (00)	13-17 (00)		
MONDAY thru SUNDAY 5:00 PM-7:30 PM Avg. SIU 32	WAAA	34	707	543	234	611	280	160	231	231 835 177 1243
	WBBB	40	869	399	187	360	198	418	418	
	WCCC	25	449	294	140	338	173	156	156	
	TOTALS	99	2025	1236	561	1309	651	734	734	
7:30 PM-11:00 PM Avg. SIU 39	WAAA	33	1162	880	268	1181	364	242	439	439 957 388 1784
	WBBB	34	1499	1131	334	1377	414	417	417	
	WCCC	31	1267	1080	389	1323	461	211	388	
	TOTALS	98	3928	3091	991	3881	1239	879	879	

DEMOGRAPHIC DATA and breakouts will be regular features of ARB's local market reports, as demonstrated in both the standard page format (above) and summary page format (below), which advertisers, agencies, and stations are seeing this week. Among "new" audience characteristics: total men, women; men, women 18-39; teens 13-17; children

TIME/PROGRAM	Station	Total Homes (00)	Metro Rating	Metro Share	MEN		WOMEN		TEENS		CHILDREN (00)
					Total (00)	18-39 (00)	Total (00)	18-39 (00)	13-17 (00)		
8:00 PM	WAAA	569	10	20	328	117	262	169	161	218	218 856 572 1646
	WBBB	897	14	28	449	139	423	189	286	286	
	WCCC	1181	25	50	966	454	740	494	233	572	
	SIU & Totals	ALL	2647	50	1743	710	1425	852	680	1646	
	Nanette Fabray	593	11	19	273	68	493	148	71	282	
8:30 PM	Flintstones	1567	31	53	1015	254	1221	294	527	2109	202 2593
	Route 66	777	17	29	685	315	870	374	113	202	
	SIU & Totals	ALL	2937	59	1973	637	2684	816	711	2593	

and the addition of CEIR's high-speed computers," says Jack L. Gross, head of ARB's New York office, "make it both physically and economically possible to expand our present services and supply qualitative data which we feel answers the requests and needs of industry people who wish more accurately to define the television audience."

This statement is a prelude to ARB's explanation to the industry of its expansion plans, as well as the introduction to a description—prepared expressly for SPONSOR—of the background to, and justification of, the inclusion of demographic data in local market reports. It should be noted here that ARB has told SPONSOR that some of the criticism by reps and others of its previously-announced plans, which SPONSOR reported on in our last two computer/qualitative data articles (30 April, 21 May), has caused considerable misunderstanding of both its aim and method of operation. SPONSOR is happy, therefore, to be able to give ARB this opportunity to report on its activities to the industry at large, and the next several paragraphs constitute that report.

From ARB:

**Background.** We believed that the broadcast industry needed and wanted demographic data. This was impressed upon us by the great number of verbal and written requests which we received from advertisers, agencies, and stations, as well as from the interest expressed in trade magazines, and in the press. We were influenced, too, by newly-developed research techniques.

**Test markets.** With sufficient indication of need in our favor, we began to test this concept. Two reports were issued: one in November 1961—the Salt Lake City-Ogden-Provo report; the other in January 1962—the New York television audience profile. These reports broke down the tv audience in a complete and comprehensive manner.

**Reaction.** We found the reaction to these test reports highly favorable. Many indicated that this was the kind of report which would pinpoint aspects of the market most important to advertisers, agencies, and sta-



## Nielsen: 'We have found no widespread industry mandate'

*At press time, SPONSOR was able to secure this important qualitative data statement by Henry Rahmel, exec. v.p., media research div. mgr., A. C. Nielsen*

**SOCIO-ECONOMIC** audience breaks based upon inadequate research can do more harm than good. ..Dr. William Madow gave emphasis to this fact in his ASA remarks on the "Madow Report" when he stated:

"... many apparent differences of ratings . . . and many apparent trends in ratings are, in fact, just results that could occur by chance. ..Where samples are small . . . there is greater likelihood of error . . . we (the Madow Committee) should like to point out that the statistical defects of the rating surveys are likely to have a much more serious effect on the so-called qualitative information, namely, age, sex, size of family, income level, and other demographic characteristics, than on the ratings themselves."

It scarcely seems necessary to point out that interest in demographic information cannot negate essential fundamentals: samples should be sound, both in terms of size and composition, and response-errors should be minimal for both audience and family data. We're familiar with the technical difficulties involved since we've been producing demographic data nationally for the last 20 years.

We are actively seeking, but so far have not found, a widespread industry mandate and willingness to pay for demographic information in station-audience reports.

If and when industry interest becomes clear in terms of data types, frequency of reporting, day-to-day applications, and financial support, we will offer optional reports as supplements to the Nielsen Station Index and allow the marketplace to determine our future course.

tions. It provided a more scientific basis for media decision, programming, promotion, and budget allocations. We found the general consensus of opinion to be: more demographic data should be a regular feature of ARB reports.

**Material placement.** The major question in our minds, however, was where this additional data should be shown. Because of size, we had assumed it might best be printed in our summary book. Meetings were held with major agencies to decide this point. All of these agencies indicated that it was necessary for them to have definitive data on which to make sounder, more efficient buys daily, at the precise time a buying decision is made. Otherwise, they said, the data could be used only as a test or check of the decision, not as part of its formulation. Recogniz-

ing, then, the immediate utility value of this material, we decided to include demographic data in each pocketpiece for local market service. Other breakouts, of less immediate use, were to be included in the summary book.

**Application and advantages to advertisers and agencies.** To the advertiser and agency, this additional qualitative data will mean a more definitive and complete breakdown of the viewing audience, a more accurate basis for the allocation of an advertising budget, a more reliable manner in which to fulfill marketing goals, and a sounder way in which to compute cost efficiencies. Advertisers have long realized that "coverage" alone is not enough, that the "right" audience must be reached for a particular product, and that each product has a specific appeal to

different audiences. Demographic data helps pinpoint the exact market an advertiser wants, in an accurate way, and assures that the right audience is exposed to *that* product which they are most likely to buy and use. Agencies, on the other hand whose task it is to plan a campaign and reach the marketing objectives of their client—can use this material in their daily timebuying operation, optimizing the advertising budget at their disposal. In addition, the combined pocketpiece and summary book information will supply a basis on which to review their buys and compute their cost efficiencies.

*Application and advantages to stations and networks.* We see the inclusion of qualitative data as a new tool for both promotion and sales for networks and tv stations. It can provide them the proof of their efficiency and audience reach, making the job of selling time easier. There will be scientific backing for matching the audience with the product being sold, guaranteeing a timebuyer a potential audience. If programming appeals to women between the ages of 18-39, the station can guarantee a good efficiency for an advertiser wishing to reach that particu-

lar audience. If children's programming is the forte of a time slot, advertisers trying to reach this market will be more eager to sponsor or participate in the program. Likewise, a change in programming, and a subsequent change in audience, will be reported by ARB, thus increasing the appeal to another agency or another product. These new dimensions of the tv audience, in fact, could well signal a new concept in selling station time. It is also important to recognize that this new era, and new scientific techniques, will make further demands on stations, in order that advertising dollars work harder, do more, be more effective. Stations will now be able to make better use of marginal time periods, for example, for they can be made highly attractive by pinpointed selectivity. We feel we are providing stations with an important new tool, by which they can promote selected strong points and make both inter- and intra-media comparisons.

*Cost.* Moderate cost adjustments for services will be made this year. However, they are not necessarily due to the increased data. Rather, they are the result of improved facilities, techniques, quality controls, etc.

In addition to its expanded local market services, ARB is offering two new "management tools," a spot activity report (SAR) and a sales territory analysis. These are made possible, says Gross, because of CEIR-ARB's expanded computer facilities (CEIR is converting its existing IBM 7090 electronic computer systems to the more powerful 7094 configurations, and is scheduled to receive in October one of the first new systems delivered as 7094).

Spot activity reports, "directly answering the specific demands and needs of advertisers and their agencies," will list and itemize all spots for a brand within a given market. They will identify the spot, show its cost, rating, homes reached and efficiency, in terms of cost-per-1,000 or homes-per-\$100. The computers will have all of this data on magnetic tape. It will be fed a list of spots an agency has bought for a particular brand for a month. At the end of that month, all data pertinent to those spots will be summarized. The spots can then be ranked in terms of increasing or decreasing efficiencies, by market, thus allowing a buyer to substitute for the least efficient spots any others made available to him.

"Prior to computers," says Gross, "this was a hand operation, laboriously done. EDP (electronic data processing) now makes it available faster and cheaper. A summary of spot activity, for example, will now be available in hours."

The sales-territory analysis is the delineation of all data on a sales territory or divisional basis. It is designed primarily for those national advertisers "more interested in the results of a tv sales campaign within a sales territory or sales division, rather than in individual markets." It will identify the total number of homes reached by network show, by local show, by spot activity, by combinations of any of these. In addition, the analyses will show gross homes reached, unduplicated homes reached, frequency and distribution of homes reached by exposure to 1, 2, 3, etc., types of television activity, net commercial impressions by both gross and net, etc.

(Please turn to page 47)



**CONSOLE** controlling CEIR 7090 computer, tabulating data for a report, is examined by ARB and CEIR personnel. High-speed computers made it possible to extend services, says ARB



UNDERWRITING tv series. Herman Pressler (l) v.p., public relations, Humble Oil, presents check to Warren Kraetzer, v.p., development, NET

## ETV GETS BIG BUSINESS BOOST

► 'The 4th Network,' with its fast growing educational tv service, has lined up impressive roster of underwriters, including IBM, Humble Oil, and American Cyanamid

A notion afloat about big business and its supposedly scornful attitude toward educational television is rapidly going down the drain. The persistent thought that business leaders want little or no truck with etv is now consigned to the cellar along with the New York Mets.

Developments occurring at the National Educational Television and Radio Center, more familiarly dubbed NET, have convinced observers that it is high time to entomb the faulty notion that large corporations are primarily interested in the profit motive and, furthermore, don't give

two hoots about furthering the knowledge and understanding of their endeavors among etv viewers.

Without vhf outlets in a handful of large population centers, including Los Angeles, NET now reaches some 20 million vhf homes or about 50 million viewers via its 67 affiliated stations. Though NET has no wire or microwave links with its locally owned-and-operated non-commercial affiliates, it is a bona fide network programing with as much professional elan as ABC, CBS, or NBC. Its claim to being the nation's "fourth network" appears justified.

It provides some 10 hours of programing every week in the year to member stations.

NET has come up with proof-positive that giant industry is hep to etv and its infinite virtues and that there is indeed a hot romance brewing between these two significant elements. NET's vice president for development, Warren A. Kraetzer, told SPONSOR last week that one-third of its 1962 operating budget, or better than \$1 million, stemmed from underwriters, among them the nation's most potent, far-seeing corporations.

The rise has been nothing short of



**CORPORATION** underwriters hail etv programs. Dr. Charles DeCarlo (above) director of education, International Business Machines, and (below) John Ford, director of public information, American Cyanamid Co.

phenomenal. In 1959, corporations and associations gave NET \$400,000 for programming services. In 1960, the figure remained the same. It jumped to \$750,000 in 1961. The future is even brighter. Kraetzer said some \$3 million in proposed projects are now under consideration by potential underwriters.

"Underwriting NET's distinctive and exciting programming makes good sense to any responsible corporation," Kraetzer told SPONSOR. "This investment is not only fine public service—it is also rewarding public relations. Such companies have, are, and will receive the deserved acclaim of a significant and appreciative audience."

Moreover, there has been warm and affectionate response from ad agencies. John F. White, president of NET, told admen recently that he was well aware that every responsible advertising agency is interested in anything that is *good* for its client. "And we believe that NET would be good for many of your clients," White said. "By helping us—that is by underwriting a NET series—the client can greatly help himself."

It is now obvious to a number of American industrialists that it is more than mere status-symboling to



invest a portion of their funds in educational television programming. Underwriters of NET programs have learned almost immediately that their alliances with non-commercial tv producers have afforded them cracker-jack opportunities "for fine public service and the immense public relations value in that service," as White put it.

The list of underwriters is indeed a conspicuous one. It is a glittering roster of the nation's blue chip companies, among them International Business Machines, Humble Oil and Refining Company, American Cyanamid, Mead-Johnson, World Book Encyclopedia, Time, Inc., and Rand McNally. Under FCC regulations NET is able to credit the underwriter of a series at both the beginning and the end of each program.

Industry and professional organizations as well as government agencies have made grants to NET. These underwriters include the American Medical Assn., National Assn. of Manufacturers, National Aeronautics and Space Administration, National Science Foundation, AFL-CIO, and many others.

What is the nature of the programs these underwriters are paying for and what moneys are involved in

the production of these programs?

As White and his colleague, Kraetzer, have pointed out, there is no broadcast time charge. Nor are there commissions or fees for Madison Avenue advertising agency men who might recommend that their clients invest in educational television.

In other words, there is no infernal rate card to decode, nor are there costs-per-1,000 figures for harassed media departments to decipher before launching a media mix. Program costs vary, depending on format. They might be anywhere from \$7,500 to \$30,000 for each program. A professionally produced series of 12 or 13 shows could be brought in



THERE is healthy and growing relationship between industry and etv, says John F. White, pres., National Educational Tv & Radio Center

for approximately \$200,000. Said White: "We are not committed to the 13-week cycle; we feel that a subject area should be developed to its maximum effectiveness, whether it requires four programs or 40." NET's programs, like those in commercial broadcasting, are fashioned in the regular program length and, like any professionally operated commercial venture, begin and end on time.

IBM, for example, has underwritten eight program series entitled *The Computer and the Mind of Man* which analyzes the nature, application, and implication of the modern computer. The series examines the

(Please turn to page 47)

## Education network consists of sixty-seven affiliated stations

### ALABAMA

Birmingham, WBIQ, ch. 10  
Cheaha State Park, WCIQ, ch. 7  
Dozier, WDIQ, ch. 2  
Montgomery, WAIQ, ch. 26\*

### ARIZONA

Phoenix, KAET, ch. 8  
Tucson, KUAT, ch. 6

### CALIFORNIA

Sacramento, KVIE, ch. 6  
San Bernardino, KVCR-TV, ch. 24\*  
San Francisco, KQED, ch. 9

### COLORADO

Denver, KRMA-TV, ch. 6

### DISTRICT OF COLUMBIA

Washington, WETA-TV, ch. 26

### FLORIDA

Gainesville, WUFT, ch. 5  
Jacksonville, WJCT, ch. 7  
Miami, WTHS-TV, ch. 2  
Tallahassee, WFSU-TV, ch. 11  
Tampa, WEDU, ch. 3

### GEORGIA

Athens, WGTV, ch. 8  
Atlanta, WETV, ch. 30  
Waycross, WXGA-TV, ch. 8

### ILLINOIS

Carbondale, WSIU-TV, ch. 8  
Chicago, WTTW, ch. 11  
Urbana, WILL-TV, ch. 12

### IOWA

Des Moines, KDPS-TV, ch. 11

### KENTUCKY

Louisville, WFPK-TV, ch. 15

### LOUISIANA

New Orleans, WYES-TV, ch. 8

### MAINE

Augusta, WCBB, ch. 10

### MASSACHUSETTS

Boston, WGBH-TV, ch. 2

### MICHIGAN

Detroit, WTVS, ch. 56

East Lansing, WMSB, ch. 10

### MISSOURI

Kansas City, KCSD-TV, ch. 19

St. Louis, KETC, ch. 9

### NEBRASKA

Lincoln, KUON-TV, ch. 12

### NEW HAMPSHIRE

Durham, WENH-TV, ch. 11

### NEW MEXICO

Albuquerque, KNME-TV, ch. 5

### NEW YORK

Buffalo, WNED-TV, ch. 17

New York City, WNDT, ch. 13\*

Schenectady, WMHT, ch. 17\*

### NORTH CAROLINA

Chapel Hill, WUNC-TV, ch. 4

### OHIO

Athens, WOUB-TV, ch. 20\*

Cincinnati, WCET, ch. 48

Columbus, WOSU-TV, ch. 34

Oxford, WMUB-TV, ch. 14

Toledo, WGTE-TV, ch. 30

### OKLAHOMA

Oklahoma City, KETA-TV, ch. 13

Tulsa, KOED-TV, ch. 11

### OREGON

Corvallis, KOAC-TV, ch. 7

Portland, KOAP-TV, ch. 10

### PENNSYLVANIA

Philadelphia, WHYY-TV, ch. 35

Pittsburgh, WQED, ch. 13

Pittsburgh, WQEX, ch. 16

### PUERTO RICO

Mayaguez, WIPM-TV, ch. 3

San Juan, WIPR-TV, ch. 6

### SOUTH DAKOTA

Vermillion, KUSD-TV, ch. 2

### TENNESSEE

Memphis, WKNO-TV, ch. 10

Nashville, WCDN-TV, ch. 2\*

### TEXAS

Austin-San Antonio, KLRN, ch. 9\*

Dallas, KERA-TV, ch. 13

Houston, KUHT, ch. 8

### UTAH

Ogden, KWCS-TV, ch. 18

Salt Lake City, KUED, ch. 7

### VIRGINIA

Norfolk, WHRO-TV, ch. 15

### WASHINGTON

Lakewood Center, KPEC-TV, ch. 56

Pullman, KWSC-TV, ch. 10\*

Seattle, KCTS-TV, ch. 9

Tacoma, KTPS, ch. 62

### WISCONSIN

Madison, WHA-TV, ch. 21

Milwaukee, WMVS-TV, ch. 10

\*Soon to go on air.



## Look Dad—the Timebuyer's Twist!

SPONSOR spoof tells how young Madison Avenue timebuyer at Mashie, Slice, and Niblick invents the Twist and climbs from mail room clerk to agency vice president

"It was Chubby Checker, I tell you!"

"No, no! It was started by some other guy in some place over around Times Square called The Peppermint something—"

"Look, you wanna het? I shay it was Chubby Checker!"

It was not the policy of Raoul the bartender to involve himself in debates between patrons. He had his glasses to polish and his lemons to squeeze and it was to these chores that he usually applied himself when the forensics started. Years of service behind the bars of some of Manhattan's more posh East Side oases, plus a bash on the beak several weeks before had taught him that the role of arbiter is often a thankless one. But now this pair of customers had touched upon a subject on which Raoul considered himself an authority. So he interrupted.

"You're both nuts," he began tactfully. "Because I happen to know who invented the Twist."

Since no hash on the beak was forthcoming, Raoul was encouraged. "The Twist," he went on, "was invented right here on Madison Avenue by a young timebuyer—whom I have had the pleasure of serving on many occasions—by the name of Clive Shrug."

"Wash a timebuyer?" asked the one man.

"Shrug? Clive Shrug?" mumbled his friend. "Never heard of him."

"I daresay not," said Raoul. "The affair's been pretty well hushed up. But I can tell you this: The Twist is only the shortened name for the dance young Shrug invented. Originally, here on the Avenue, it was called the Timebuyer's Twist."

"You don't shay so!" said the one patron.

"Yep, Dad — the *Timebuyer's Twist*," said Raoul. "And it actually began at Brooks Brothers where Clive Shrug had gone to get measured for his first Ivy League suit. Clive was ticklish."

"Well, well, well," said the patron with such a display of interest that he fell off his barstool. When he was reperched, and the pair of them settled quietly again behind their double scotches, Raoul unfolded the whole story:

Clive Shrug had come to the advertising agency of Mashie, Slice & Niblick (Billings: \$1.5 million if you counted the \$1.4 million cat food account it always expected to lose before nightfall) from a small and all-but-unknown Western college. Vice president Niblick himself had hired Clive for the mail room because he felt it had become top-heavy with Harvard men.

As a boy, Clive Shrug could watch a freight train go by at eighty miles an hour and memorize the numbers on every car—in the order of their passing. He was, in short, a whiz at numbers. When this peculiar talent came to light at the agency, Clive was promoted horizontally from mailroom to media where he was made assistant timebuyer on that cat food account.

It was then that Clive decided he needed an Ivy League suit. He went shopping on his lunch hour.

Since ticklishness is a phenomenon, it would be hard to explain exactly what happened there in the Brooks Brothers fitting room without resorting to a medical encyclopedia. But something the tailor did with the chalk or the measuring tape or something seemed to touch off a hidden spring in Clive which caused him to twitch violently.

"Hold still," the tailor commanded.

"I can't help it," said Clive. "I'm sensitive."

Unhappily, the sensitivity did not abate even after the fitting was over; it had become a permanent thing. Clive went twitching and squirming all the way back to MS&N.

His gyrating, however, caused only a small stir at the agency. The receptionist guessed that he had been stung by an insect. Media Director Millicent Freem put it down to a simple case of ill-fitting underwear, while Ivar Gneiss, the radio/tv v.p., supposed that young Clive had been to Vic Tanny's gym and had stayed too long in the vibrator. But since MS&N was the sort of creative shop where every team member lived daily in fear of being handed the pink slip, nobody dared to take time out to comment. Besides, when Clive was seated at his desk, the twitching let up; it was only when he was on his feet that he shook, rattled, and rolled.

That night he was obliged to be on his feet a lot. For Clive attended his first timebuyers' party, thrown by an out-of-town station which had suddenly found itself with several extra daytime minutes to sell. At such functions hardly anyone ever sits down for fear of having to lis-

ten to a pitch or watch a presentation.

It was here that Clive met a striking young lady in station promotion. She fetched him a drink from the bar, but when he tried to receive it he found he couldn't catch hold of the glass. The twitching and twisting had set in again. From his knees up, Clive appeared to be acting out a charade of a Waring blendor gone out of control, while underfoot, it

seemed he was crushing invisible ants. To hand over a glass of liquid to one in such an active state is next to impossible, and when the young lady in station promotion tried, she soon found herself twisting right along with Clive. She rather liked the sensation. By coincidence, their movements fitted perfectly the beat of the taped musical score which backed up the presentation being delivered by

(Please turn to page 50)



# IF NEWS



► Broadcasters in Detroit came through in grand style to feed news during recent month-long newspaper strike

**D**istressed over the hardships of having Detroiters struggle along without news columnists or the intrigue of Dick Tracy during the recent month-long newspaper strike, Representative Martha Griffiths (D.-Mich.) was moved to address Congress, deplored the tribulations of newspaperless "uninformed peoples." Her speech sparked a bit more action than she had obviously anticipated.

For one thing, it aroused a bit of collective ire from Detroit radio and tv stations who went all out—some more than doubling their usual efforts—to round up and feed Detroiters every available scrap of news both local and national.

For another, it brought her a written rebuke from Walter Patterson, Knorr Broadcasting executive vice president who, in a subdued but nonetheless emphatic manner, summed up the efforts expended in those directions not only by his own Detroit outlet—WKMH—but of fellow broadcasters in that area.

Still another: NAB president Lc-Roy Collins, having received a copy of Patterson's letter along with an AP dispatch reporting Congresswoman Griffiths' speech, sent a letter of commendation to Walter Patterson which contained, in part, these comments: "I want to compliment you on the very thorough documentation contained in the letter. It represents a very comprehensive and objective commentary on the vital role which radio plays in our daily lives."

Collins' note to Patterson also made reference to these remarks

**COUNTLESS** hours were spent on phone rounding up every bit of news during newspaper strike by Carl Cederberg, WJBK-TV, Detroit, news dir.

# IS WHAT YOU WANT, ASK RADIO

made by Kansas Congressman William B. Avery following Congresswoman Griffiths' talk: "Will the gentlewoman not agree with me that the some 20-odd broadcasting facilities in the Detroit area have been doing a splendid job insofar as disseminating news insofar as they are able to do so?" Collins concluded his letter to Patterson by informing him that he (Collins) had sent Congressman Avery a note thanking him for his support of the broadcasting industry.

What started the whole thing was this heated declaration by Representative Griffiths: "Today, Detroit has been without a daily newspaper for 26 days. Do you know what it is like to live in a great metropolitan city without a daily newspaper? I'll tell you. It is not just that we don't know who the new president of Columbia is; we don't even know Kaline's batting average. Nobody knows what Dick Tracy is doing. We have forgotten the exact hour *Gunsmoke* comes on. We are struggling along without personal advice from Ann Landers, or a diagnosis of the world by Walter Lippmann. They might as well have withheld all of the Pulitzer prizes. We don't know who won any of them. We have no idea whether to buy or sell. No financial pages. Nobody tells us what our neighbors are griping about—no letter box. Politics is hot in Michigan this year, and we don't even know what the candidates are saying about each other. If you die in Detroit, the undertaker attends the funeral. Nobody else even knows you are dead."

Obviously the remarks uttered by Representative Griffiths which rankled broadcasters the most were these: "The great national pastime of shopping is slowed down. No ads to lure the customers. Thus, the business cycle slows."

Patterson, in his reply to the Detroit Congresswoman, aside from pointing out "we do carry ads to inform the prospective customers," supplied her with these enlightening facts:

1) "With approximately 98% of the homes, and almost as many automobiles having radios, those interested would know who the new president of Columbia is."

2) "Many Detroit area stations are affiliated with national networks from which they get regular on-the-spot national news coverage and most stations broadcast the stock market reports regularly.

3) "With two stations in the Detroit area broadcasting every Detroit Tigers' baseball game, those interested know not only Kaline's batting average, but every other player's average, and they hear them make that average at the moment of the play.

4) "Whether for better or for worse, a great percentage of our broadcast news of Michigan does concern what the candidates are saying about each other."

Patterson's letter also reported other information usually programed by radio stations regularly, such as news of concerts, theaters, lectures, etc. Also live reports of national events such as the President's news conferences and the recent orbital flights.

Patterson pointed out that while WKMH normally broadcasts 24 newscasts per day, at the outset of the newspaper strike the station added 36 newscasts daily to the schedule. "Half of all our newscasts are local (what's happening to our neighbors right now)" he said, "the other half national and international in their scope."

Other Detroit stations, namely WJBK (AM & TV), WWJ (AM & TV), WXYZ (AM & TV), CKLW (AM & TV), WJR, WCAR and others, added news coverage during the newspaper strike in Detroit. Together, they filled the air waves with reports that kept the populace informed 1440 minutes each day during the 30-day strike.

While none of the broadcasters made any effort to track down Dick Tracy or felt it necessary to abide by Ann Landers' romantic slide-rule, one radio station did air an obituary

column each night for the duration of the newspaper strike.

Every evening at 11:15 WWJ (despite possibilities of commercially tying in an undertaking firm or two) did a sustaining 15-minute obituary of the air show. And aside from expanding its regular newscasts—in

(Please turn to page 67)



'NEWSPAPER of the Air,' presented by WWJ-TV, Detroit, had Detroit News assist. state edit. Boyd Simmons airing news reports



'NO INFORMED public will question how uninformed their daily lives would be without radio,' replied Walter Patterson (above) v.p. Knorr Broadcasting, to Congresswoman's talk

# NBC HITS Tvar 'TILT' STUDY

- ☛ Network claims station rep firm overstated coverage of the top 20 market stations in January presentation
- ☛ Web sets out to 'level the slant' in 'tilt' study, calls attention to low-cost to advertisers in top 20 markets

**W**hen Tvar six months ago released a presentation claiming that the networks fall short of—or "tilt" away from—reaching their audience potential in the top 20 markets, the webs collectively shrugged, apparently convinced that if they just kept quiet the "pesty thing" would go away and nobody would get stung.

But increased buzzings in the ears, emanating from other station rep firms, the most recent of which was Blair, has cracked the networks' composure, and NBC has been annoyed sufficiently to slap at the first tormentor with a research bulletin refuting the Tvar study as "slanted."

The Tvar study (see SPONSOR, 22

January 1962), entitled, "Tilt, the After-Math of Network Television," said in essence: The top 20 markets contain 55% of all U. S. tv homes.

Ergo, the average show should get about 55% of its audience (not to be confused with rating) from the top 20, Tvar noted. Some might get more, some less; but the top 20 share should average 55%.

A Tvar spokesman said, "Fully 62 of 65 nighttime programs we checked received less than 55% of their national audience from the 'top 20' tv markets. Almost half—31—of the 65 programs get only 35 to 45% of their audience from these areas."

Its corporate blood-lust up, NBC had its audience measurement division go to work on that study. The result is a report of its own called "Leveling Out the Slant in the Tvar Tilt Study."

"An average of the 65 programs included in the Tvar list indicates that the top 20 deliver 46% of the total audience of these programs—33% is delivered in counties which form the metropolitan areas, the balance of 13% goes to outside areas," NBC claims.

These figures, including the breakdown into metro and outside areas, were derived by NBC from ARB's local rating reports.

Thus NBC operates with a magic number of 46%, compared to Tvar's 55%. Furthermore, the NBC report breaks down Tvar's 55% into 36% in metro areas, leaving a balance of 19% for outside-area coverage.

From this the NBC study concludes that "Tvar's contention that network audiences tilt away from major markets is therefore simply the result of overstating the coverage of these markets in the outlying areas."

The crux of NBC's refutation is that the 55% figure is an overstatement of coverage of the top 20 market stations. After referring to the low cost to advertisers on stations in the top 20 markets, here is what the network's research bulletin said:

"Another weak point in the Tvar study is their claim that the top 20 markets cover 55% of the tv homes. Their coverage, based on *Television* estimates, includes all tv homes in any county where *any local station* has 25% weekly audience.

"Such a broad definition naturally includes many fringe counties where the signal from these stations is of poor quality and therefore many homes are not really able to watch the station.

"Also, no single network has the best station in every market, so each individual network's coverage would be less than 55%. For example, NBC's effective coverage with these markets is 48% of all tv homes, based on NCS #3.



ALFRED HITCHCOCK'S show is one of 65 programs being used as ammo in a bombardment of audience-survey statistics between NBC and Tvar. Network says rep's 'tilt' study is 'slanted'

## Outside areas called bonus in NBC's refutation of TvAR study

Program Audiences	Total area	Metro areas	Outside areas
Average—65 programs	46%	33%	13%
I'VE GOT A SECRET	35	23	12
BONANZA	37	25	12
TALL MAN	37	26	11
ROUTE 66	37	25	12
TALES OF WELLS FARGO	38	28	10
NATIONAL VELVET	38	25	13
WAGON TRAIN	39	27	12
LARAMIE	40	28	12
BACHELOR FATHER	40	29	11
RAWHIDE	40	27	13
MAVERICK	40	30	10
ANDY GRIFFITH	41	29	12
DENNIS THE MENACE	42	29	13
HENNESEY	42	31	11
RED SKELTON	42	30	12
OUTLAWS	42	30	12
PETE & GLADYS	43	32	11
DANNY THOMAS	43	30	13
DOBIE GILLIS	43	31	12
HAVE GUN, WILL TRAVEL	43	32	11
CHEYENNE	43	30	13
RIFLEMAN	43	31	12
REAL McCOYS	44	30	14
PRICE IS RIGHT	44	30	14
PERRY MASON	44	32	12
TO TELL THE TRUTH	44	31	13
ED SULLIVAN	46	34	12
U.S. STEEL HOUR	45	33	12
ARMSTRONG CIRCLE THEATRE	45	33	12
GUNSMOKE	45	33	12
FIGHT OF THE WEEK	45	33	12
JACK BENNY	46	34	12
FATHER KNOWS BEST	46	33	13
LAWRENCE WELK	46	32	14

Program Audiences	Total area	Metro areas	Outside areas
GARRY MOORE	46	33	13
DONNA REED	47	32	15
MAKE THAT SPARE	47	36	11
G.E. THEATRE	47	33	14
WHAT'S MY LINE	47	35	12
CHECKMATE	47	35	12
BELL TELEPHONE HOUR	47	33	14
ALFREO HITCHCOCK	47	34	13
PERRY COMO	48	34	14
LAWMAN	48	34	14
SHIRLEY TEMPLE	48	35	13
OZZIE & HARRIET	48	35	13
MY THREE SONS	49	35	14
WALT DISNEY	49	34	15
THRILLER	49	37	12
DETECTIVES	49	36	13
SING-ALONG	49	35	14
CANDID CAMERA	49	36	13
TWILIGHT ZONE	50	38	12
EYEWITNESS	50	37	13
77 SUNSET STRIP	50	37	13
FLINTSTONES	51	36	15
LEAVE IT TO BEAVER	52	37	15
SURFSIDE 6	52	37	15
CBS REPORTS	49	36	13
ADVENTURES IN PARADISE	53	38	15
HAWAIIAN EYE	53	40	13
UNTOUCHABLES	53	40	13
NAKED CITY	58	44	14
ROARING 20's	58	45	13
BUGS BUNNY	58	40	18
Coverage of all tv homes	55%*	36%	19%

\*55% is TvAR's figure. 36%, 19% and other figures in table were derived by NBC through ARB. Table shows % of full network audience provided by top 20 markets.

"Another example of TvAR's overstatement of the coverage of these stations is in audience delivery in the metropolitan areas, where all stations provide excellent service.

"Of course, these stations also effectively serve many counties outside the metropolitan area but the individual county audience figures are not available.

"The metro areas of the top 20 markets contain 36% of all tv homes.

"Since TvAR claims that these stations cover a total of 55% of all tv homes, they are claiming coverage of an additional 19% in the outlying areas."

The accompanying table, NBC claims, "shows the individual program audiences in total, as reported by TvAR, and broken out into the metro and outside area audience. This reveals that no program has an audience as high as 19% in the out-

side area, only one has 18% and all others have 15% or less."

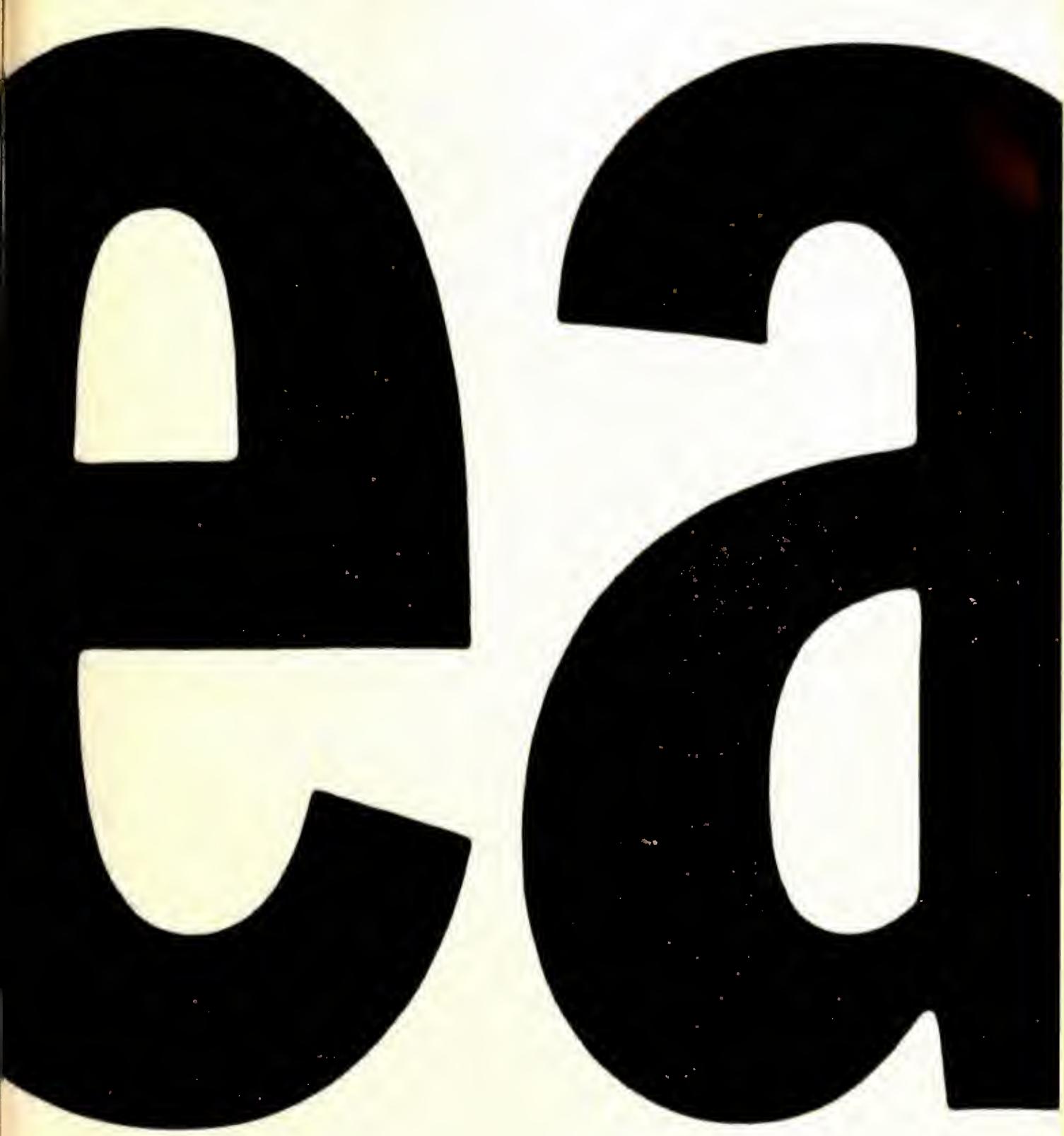
As to cost, the NBC bulletin points out that "one major factor overlooked by TvAR is that the rates of these stations account for only 36 to 38% of the full network costs.

"As of 1 February, NBC's top-20 rate is \$51,750, compared to the full-network rate of \$136,605; CBS rates are \$51,590 and \$135,940, and ABC's

(Please turn to page 67)

## **looking for a big one?**

They don't come much bigger than Outdoor advertising! In fact, Outdoor might just be the big idea you've been looking for to make you look bigger in your client's ever-watchful eyes. When his message goes outdoors, it's up there big and bold in glorious color, larger than life. It's right out in the marketplace where everybody can see it (research shows 94% of car-owning families see your poster 21 times each month!) The impact is sensational, the exposure is tremendous and

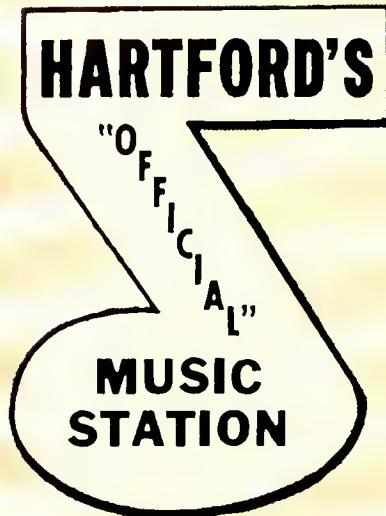


best of all, the cost is low. Outdoor advertising actually costs one-tenth to one-fifth as much as most primary media! Away from the crowded printed page and overloaded airwaves, your client's message always gets "preferred position," just three minutes away from the cash register. Outdoor is truly the marketer's medium. Call your Outdoor advertising representative or local plant operator—he's full of ideas about how you can use Outdoor imaginatively. Get the idea?



# TIMEBUYER'S CORNER

here's  
the "Gist"  
of the Twist!



with Comprehensive Appeal !

# WPOP

Philip Zoppi  
V.P. & Gen'l Mgr.

Adam Young, Inc.  
Nat'l Rep.

Hicks & Greist, with Stan Newman the new v.p. and media director, has reorganized its media department and switched to the all-media buying system. The radio/tv production and programing department continues under the supervision of H&G v.p. Vincent Daraio. Horace Judson, previously the agency's print media director, was appointed agency service supervisor.



AFTER market presentation made by Advertising Time Sales for its Louisiana stations, KPLC (AM & TV), Lake Charles, and KALB (AM & TV), Alexandria, (l-r) Phil Stumbo, McCann-Erickson broadcast supervisor on Humble Oil, Art Reuben, stations' nat. sales dir., and Curt Peterson, the agency's a.e. on Humble, lunch at the Envoy

*Of Mutual Interest*, Mutual Radio's newsletter, reports that the network's executives are worried because its softball team recently won over Needham, Louis & Brorby's, 22-16. Comments the bulletin: "Bad public relations, beating an ad agency. Could lead to heaven knows what. The word is out that any Mutual ballplayer ever caught practicing again had better start clearing his desk." To NL&B staffers it said, "Our apologies, gentlemen. The whole thing went to our heads."

"The media end of the business is as satisfying to me today as it was when I began in it 26 years ago," remarked Frank Coulter, Y&R's associate media director, as he retired this month. A veteran of the ad business including 22 years at Y&R, he began his advertising career with N. W. Ayer, Philadelphia, in 1926. Ten years later, he moved to Ayer's New York office and pioneered timebuying in the days when local radio had only a vague idea of its tremendous audience.

(Please turn to page 46)



There must have been a smart one who got out ahead with his product by taking a different route.

YOUNG & RUBICAM, Advertising

NOW NUMBER

# 3

## IN FLORIDA ORLANDO-DAYTONA

**Fastest growing  
market in Florida**

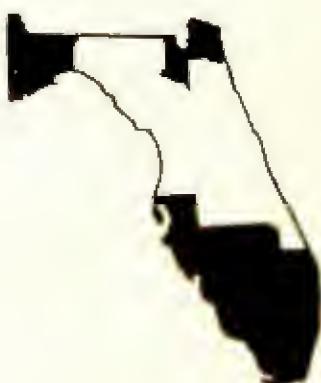
	Nat. Mkt.	Homes*
	Ranking*	TV
Miami	26	566,300
Tampa	40	425,100
Orlando- Daytona	67	292,100
Jacksonville	75	257,700

\*Television, May 1962

# WESH-TV

*Florida's Channel 2*

REPRESENTED BY AVERY-KNODEL



*Covers more of Florida than  
any other TV Station*

## TIMEBUYER'S CORNER

(Continued from page 4)

Radio knew its audience was big, but measuring and proving it was a problem. Free merchandise was offered and contests were run to show mail-pull, and stations would use the furthest point of post marks to determine coverage. This was the radio Frank Coulter and other pioneer media people explored.

When Coulter joined Ayer in New York in 1936, he was assigned to the Atlantic Refining account and was the first to buy play-by-play sportscasts in a large number of markets, in their behalf. He bought an entire season, totaling 42 baseball games, and the show's effect on gasoline sales was so successful that Atlantic sponsored the program for four straight seasons.



VISITORS' bureau head of Washington, D. C., Jim Ford (r), Summer Jubilee Queen Nancy Stuckey of WMAL-TV, Bates' Steve Katzman lunch at Regal House Rest.

In 1940, he left Ayer to become a buyer for Y&R. In 1949, Y&R made him head timebuyer, and when the agency adopted the all-media buyer system in 1952, he was named associate media director. Up to last month, he was responsible for buying on Goodrich, Singer Sewing Machines, Beech-Nut Life Savers, baby foods, and cough drops, Arrow Shirts, Bufferin, Sal Hepatica, and Excedrin.

Coulter lives with his wife Helen in Scarsdale, N. Y., and has a 24-year old son in the Air Force. Of his future plans, he comments, "As Eisenhower said when he retired, I'm going to sit in my rocking chair for the first six months—and after that, start rocking slowly."

## ANOTHER AWARD FOR "AMERICAN CIVIL WAR"

### UNIQUE TV SERIES CONTINUES TO HOLD SPOTLIGHT

Cited for "outstanding achievement" by the Civil War Centennial Commission, this distinguished TV series is also a former winner of the Sylvania Award for "Outstanding Contribution To Creative Television Technique."

In the first year of the Civil War Centennial, over 70 markets have telecast this highly praised series. And this is only the beginning! The Civil War Centennial will be of public interest through April, 1965.

## TRANS-LUX

Among our many sponsors are: General Foods, Ralston-Purina, Renault Auto, Continental Oil, Iron City Beer and Nationwide Insurance.

Some of the scores of stations that have telecast this series are: all Westinghouse stations; WABC-TV, N.Y. City; WMAL-TV, Washington, D.C.; KOMO-TV, Seattle, Wash.; KMBC-TV, Kansas City, Mo.; WTVN-TV, Columbus, Ohio and WTVR, Richmond, Va.

13 dramatic action-filled half hours based on the amazing photographs of Mathew Brady.

Produced by the Westinghouse Broadcasting Co.

Distributed by  
**TRANS-LUX TELEVISION CORP.**  
New York • Chicago • Hollywood  
"ENTERTAINMENT FOR MILLIONS—  
MILLIONS FOR ENTERTAINMENT"

## THE AMERICAN CIVIL WAR

### COMPUTERS

(Continued from page 32)

Another service in the ARB expansion move is the addition of another data segment—a geographically defined "marketing area"—to the already-existing "Marketing Digest." The idea here, says Gross, is to have within the confines of one cover a report giving overall marketing data of basic marketing facts which can be helpful in evaluating marketing areas, station performance in those areas, station rankings, etc. To be published annually, the first of the new reports is scheduled for release this August.

Elsewhere in the computer/qualitative data picture, the Tvb committee investigating the interest in and cost of additional market research, as well as the possibility of bringing this data to a central place, as reported in SPONSOR's computer report no. 3 (21 May), is proceeding according to plan, meeting with both agencies and research houses. SPONSOR hopes to have a comprehensive report on their findings in the next several weeks.

### ETV

(Continued from page 35)

meaning of the computer in the modern era as an extension of human logic. IBM's investment in this series will total more than \$200,000.

Humble Oil and Refining spent \$100,000 for the rights to *An Age of Kings* (the BBC production of Shakespeare plays) over NET's affiliates. NET waived its rights to *An Age of Kings* in New York and Washington and thus gave commercial outlets in those cities an opportunity to obtain the series, because there were no etv outlets in either of the two metropolitan areas. This, of course, will be changed shortly in New York with the arrival of WNNDT on channel 13. Additionally, Humble Oil spent nearly \$150,000 promoting the series with special booklets, library and school posters, etc. Dr. Frank Baxter provided special openings and closings for *An Age of Kings*.

American Cyanamid is presently considering a continuing series entitled *Science Central* which will show what is at the frontier of the various sciences. To date, Cyanamid has given NET approximately \$30,

## "FRONTIERS OF KNOWLEDGE" RATES WITH SPONSORS

### NEW TELEVISION SERIES CLICKS WITH CLIENTS

"I found it fascinating! —so will a TV audience!"— nine words from the client and the series is sold again. First to Colgate-Palmolive Company; then to First New Haven Bank; then Motorists Mutual Insurance Company.

"Frontiers" makes good sense to anyone (station, agency or client) who believes that television can inform, enlighten and entertain in one half hour.

## TRANS-LUX

12 half hour programs probe the future of space, medicine, crime detection, chemistry, science, transportation and other "Frontiers of Knowledge."

### Titles:

- "Dead Men Tell Tales"
- "The Shrinking Sky"
- "Man's Deadly Burden"
- "Concept: One Medicine"
- "The Miracle of Speech"
- "Tikal: Ruins of Greatness".
- "Conquest of Pain"
- Plus five (5) more in production

•  
Produced by WFIL-TV, the Triangle Publications' station in Philadelphia, in cooperation with University of Penn.

### Distributed by

**TRANS-LUX TELEVISION CORP.**  
New York • Chicago • Hollywood  
"ENTERTAINMENT FOR MILLIONS—  
MILLIONS FOR ENTERTAINMENT"

000 toward the production of the series.

World Book Encyclopedia has given NET a grant in excess of \$90,000 for a 13-program series which tells the sage of 13 searchers for knowledge and how they found that knowledge.

National Assn. of Manufacturers underwrote a 10-program series called *The American Business System* showing how people play various roles in the marketplace of American economy. The content of the programs was determined by a commit-

tee of leading economic educators. NAM's grant was over \$200,000.

AFL-CIO asked NET to produce a series called *Briefing Sessions* which came to over \$70,000.

Mead Johnson Laboratories, division of Mead Johnson and Co., gave a grant of \$36,000 for a six-program series entitled *Family Doctor*.

American Medical Assn. gave \$20,000 toward the production of a two-program series called *You and Your Doctor*.

A number of Swedish companies have underwritten, to the tune of

\$70,000, an eight-program series, *Portrait of a Small Country*, which provides a basic knowledge of life in Sweden. Underwriters include Addo Machine Co., Swedish-American Steamship Co., and Volvo Import Co.

Time, Inc., and Rand McNally & Company contributed \$25,000 toward the making of a half-hour program, *Face of the World*.

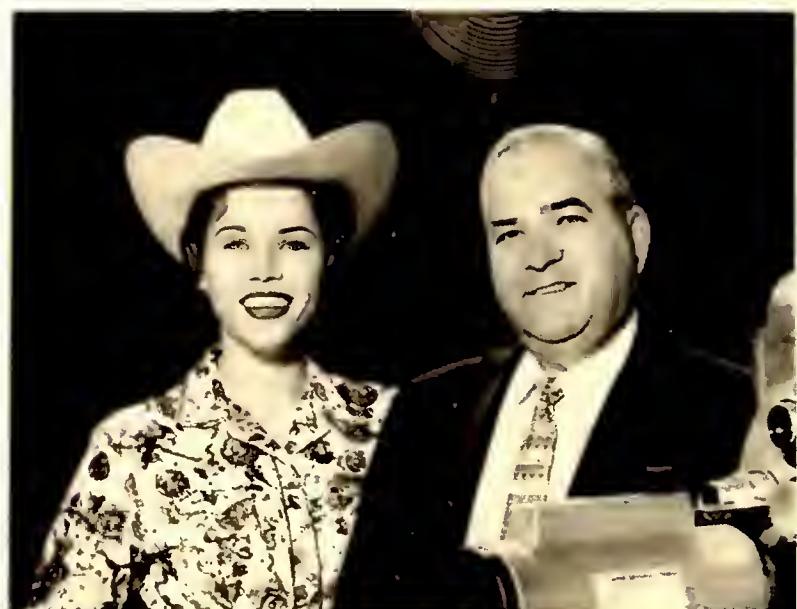
Kraetzer told SPONSOR that NET has been discussing potential program series with such topnotch American companies as S. C. Johnson & Son, Boeing Aircraft, Union Carbide, Metropolitan Life, General Electric, and U. S. Steel.

How do companies underwriting NET's program services feel about their participation in etv? Dr. Charles R. DeCarlo, IBM's director of education told SPONSOR: "America today is deeply involved in scientific and technological change. This change is essential to our survival and prosperity. However, such change does not take place in a vacuum. People must be prepared for it—both to cause it and to be able to adapt to it. The key to this preparation is education. Television, a great landmark in technological advance, can contribute profoundly to the education of children and adults for this exciting era. IBM is delighted to have the opportunity to help support NETC's outstanding program of public education."

Edward Maher, vice president of public relations for NAM, told SPONSOR that NET "was an excellent medium through which to tell the story of the American economy." The NAM, he said, was pleased with the objective approach NET has taken in telling the story "of the American way of life."

Also heartwarming was the reaction at American Cyanamid. John Ford, director of public relations, told SPONSOR there was widespread agreement among his colleagues that etv represents a significant opportunity "for public service ventures by industry. Cyanamid's explorations in the field are aimed at determining the role that a company can play in helping to advance educational television's scope and effectiveness," Ford declared.

Outpourings of thanks came from Humble Oil and Refining for the manner in which NET handled *An*



## WBAP-TV RIDING HIGH AS COLOR ENTHUSIASM GROWS TEXAS-SIZED

Roy Bacus, WBAP-TV Station Manager (with Linda Loftis, Miss Texas): "Color TV is the ultimate in home entertainment, education and advertising, and the Dallas-Fort Worth market is enthusiastic. Our Color shows are scoring high ratings, and we plan increases to our 42-hour Color week. More and more advertisers are enjoying Color TV's advantages and prestige." Color TV can do Texas-sized things for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

*Age of Kings.* Herman P. Pressler, vice president, public relations, told NET that it was gratified "at the results to date of our decision to make possible the broadcasting of *An Age of Kings* on NET's affiliated stations across the country . . . even our preliminary measurements indicate a reaction that far exceeds our most optimistic hopes . . . our president wrote to many business and community leaders in viewing areas, calling their attention to this cultural and yet non-commercial endeavor . . . all of this has been most heartwarming. It has strengthened our conviction that a responsible corporation has both an obligation and a very real opportunity in joining with you in providing the American people with such a rewarding adventure in knowledge and culture."

Observers in the broadcast field point out that no longer is the etv advocate merely a "do-gooder" with fedora in hand when he approaches big business with a suggestion to underwrite NET programs. According to the observers, men such as Kraetzer have a resounding and effective story to convey to big business—a telling story why industry should invest its money in etv. "We've just begun to go places," Kraetzer exclaimed. He emphasized that NET was *not* a film distributing agency for institutional films. "We plan and produce programs of scope, excitement, talent and resources," he said. They are the type of programs that our stations cannot muster for themselves." In 1959, Kraetzer said, NET got a terminal grant of \$5 million from the Ford Foundation to launch its activities.

It has been pointed out, moreover, there are some people who still believe that etv consists solely "of a professor lecturing in front of a gray drape, to be followed by another professor lecturing in front of a gray drape." This is a total misconception, according to Kraetzer and White.

"Our objective is not to duplicate but to supplement the normal commercial fare," White told a group of admen recently. "The task for non-commercial, educational broadcasting is to fulfill for large numbers of people the particular interests and needs that are not adequately met by commercial television. This demands wise and imaginative programming.



## **WAVE-TV gives you 28.8% more SMOKERS —28.8% more viewers, minimum!**

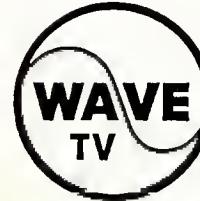
Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!  
Ask Katz for the complete story.

**CHANNEL 3 • MAXIMUM POWER  
NBC • LOUISVILLE**

The Katz Agency, National Representatives



For while our stations never should expect to and never do—have the majority of set owners tuned to their channels at any one given moment, we must program in such a way that most set owners tune us in at one time or another because something we offer excites or challenges them. Our program schedule is best compared to a good library where you go to select materials to fulfill in depth your particular needs or interests of the moment."

In addition to NET network underwriters, many affiliates have developed a fine assortment of local under-

writers. A series now in its third year entitled *The Golden Years* on WMVS-TV, Milwaukee, is being underwritten by Northwestern Mutual Life Insurance Co. A number of other Milwaukee companies have underwritten programs dealing with the struggle between communism and capitalism. WTTW, Chicago, obtained Marshall Field & Co. as underwriter for *Storyteller*, a children's program. *Gardener's Guide* was underwritten by La Salle National Book. Allied Radio underwrote *Voice Across the Sky*, a series on radio operation. A public affairs special, dealing with Premier

Nikita Khrushchev's last visit to the UN was underwritten by the *Buffalo Courier Express* over WNED-TV, Buffalo. This is a small sample of the wide variety of institutions providing grants on a local level.

"There is in fact a healthy and growing relationship between industry and non-commercial television," White said. "This is as it must be, for if this fourth network whose function it is to provide cultural and educational opportunities for all listeners is to play an effective role it must remain free—which means it is imperative it have a broad-based financial support from all elements of American society, including industry."

Barring any unforeseen mishaps, industry leaders along with Kraetzer, White and their colleagues firmly believe that more large corporations will soon join the present company of NET underwriters in an effort to bring to the American people programs which further our common goal—"the pursuit of excellence." Before long it will be fashionable, observers note, for big business to embrace one of the most attractive handmaidens in the communications field, namely educational television. NET, in particular, it appears, will be wearing the wealthy admirer's fraternity pin.

#### TIMEBUYER'S TWIST

(Continued from page 37)

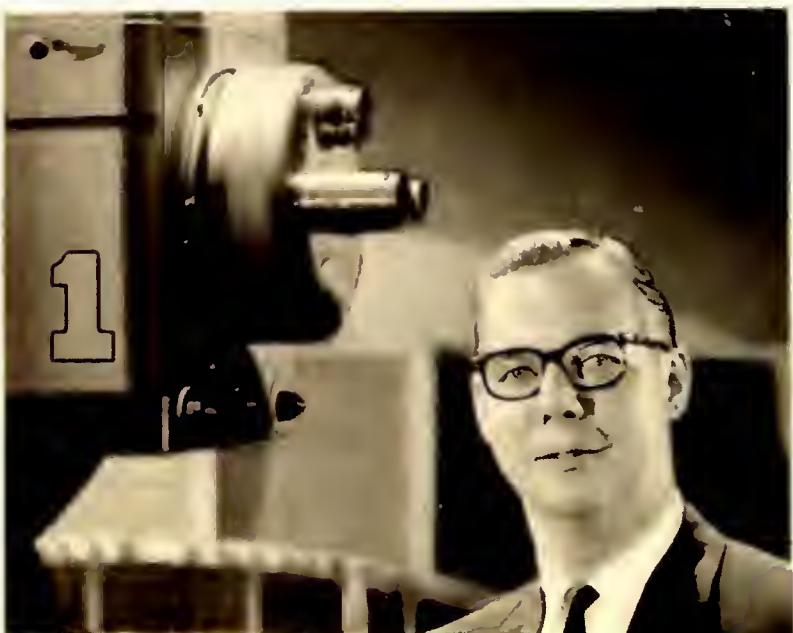
the hosting station manager. Needless to say, the presentation suffered greatly from the competition.

The following day, in agencies up and down the avenues, timebuyers who attended the party were demonstrating the strange exhibition they had witnessed. Some described it as a sort of Ubangi fertility rite while others thought it more representative of St. Vitus' Dance. By afternoon, the demonstrations spread from media to the creative, marketing, and research departments. By evening, sacroiliacs were exploding like popcorn.

On the day after that, Clive Shrug was called—still twisting—onto the carpet of Vice President Niblick.

"You," Niblick accused, "have made MS&N the laughingstock of advertising!"

"You," Niblick roared, "have ruined our image! You're fired!"



## COLOR TV PICTURE IN FLORIDA BIG AND BRIGHT FOR WFGA-TV

Jesse Cripe, WFGA-TV General Manager: "Color TV is paying off with the rapid growth of Color sets and viewer interest in Jacksonville. Climbing circulation has brought more and more advertiser requests for Color, and our revenue is growing. Added prestige and audience loyalty are two more WFGA benefits from Color. Now, we're adding to our Color facilities and programming." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

Clive reddened, but went right on twisting; he couldn't stop.

"And stop wearing out my Bigelow!" thundered Niblick.

Meanwhile, the young lady in station promotion had lost her job for her role in helping to sabotage her manager's presentation.

"That's a shad story," he said.

"Mush too shad," his friend agreed.

"Not really," said Raoul. "It had a happy ending."

While Clive was in the process of being fired by Mr. Niblick, in walked the client who had that touchy cat food account. He took one look at Clive twisting and jiggling about like a willow in a windstorm, and exclaimed, "There! That's what I like to see! Some visible signs of nervousness in my agency people!"

So Clive was rehired on the spot and made associate media director on the account.

His twisting also proved helpful in his work. At agency plans board meetings, it gave him an air of alertness and the appearance of listening to everybody at once. Clive became very popular and later a vice president.

"Not so shad after all," said half of Raoul's audience.

"Mush better," said the other half. "Only why was it hushed up?"

Just then another customer walked into the bar. To say that he "walked" does not quite describe it. His steps faltered in the manner of an Arthur Murray beginner trying the Hesitation Waltz. His arms flapped wildly.

Raoul knew him well. He was Haps Fitler, a station rep. The three watched the pathetic approach.

"Thish guy coming," the one customer asked, "is he doing the Time-buyer's Twist?"

Raoul shook his head. "No," he replied. "What you see now is the beginning of America's next dance craze—the Rep Step."

#### DETROIT STRIKE

(Continued from page 39)

time and depth—as other area stations did, WWJ gave its regular women's show commentator, Fran Harris, the additional task of reporting news carried in the women's pages.

Since WWJ-TV is owned by the Detroit News, one of the striking (Please turn to page 67)

## The smartest bees are those who go where myriads of petunias grow



Smart advertising planners recognize the rich sales potential of Inland California and Western Nevada markets. And they know that a single media decision can put a selling message into this entire area. BEELINE RADIO does it. The McClatchy stations reach more radio homes than any other combination of stations here — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

### McClatchy Broadcasting Company

delivers more for the money in Inland California and Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



# SPONSOR WEEK WRAP-UP

## Syndication

(Continued from Sponsor Week)

But there are only three conventional titles which appear set for syndication through conventional channels: CBS Films' jungle series Tongola, ITC's Sir Francis Drake,

and Ziv-UA's "World of—," a biographical series.

Of course, this list omits unusual programing syndicated by station groups, including WBC's Steve Allen, Storer programing, station documentaries, TAC efforts, and the like.

## Advertisers

Bell & Howell still seems sold on the controversial tv public affairs format.

The camera firm has signed for another year with ABC TV of 18 Close-Up shows, two more hours than contracted for the current season. One reason for B&H's continued loyalty to this kind of sponsorship: as of the end of 1961 this sponsor obtained share-of-market sales leadership in amateur motion picture equipment for the first time.

Another indication that the association between Bell & Howell and prime time public affairs is not a



PUBLIC SERVICE Citation is accepted by WITH, Baltimore from the Department of the Army. Station supported army recruiting with time and assistance valued at some \$34,228



HEARTY WELCOME is extended to Joseph Kotler (r), new v.p. of Warner Bros. tv program div. by pres. Jack Warner, on recent visit to the film firm's studios in Burbank

EMBARKING on a 21-day tour of U.S. installations in Europe is WGBS, Miami news dir. Spencer Danes. Journey with 17 other newsmen was at invitation of State Dept.



BBDO COMPUTER digests its first automatic broadcast presentation, developed by RKO General Sales as BBDO's Herb Manloveg and RKO's Don Quinn stand by



COMING ATTRACTION—In town to promote his upcoming nighttime tv show on KPIX, San Francisco, Steve Allen joined hostesses from the Gold Street Nightclub for a try at twisting

fly-by-night one: virtually all of B&H's ad budget is sunk into this network tv effort.

There's a postscript to the above dealing with Bell & Howell's handling of a programming problem probably faced by other tv public affairs backers.

Whereas this season's Close-Ups were all half hours, the upcoming series will include two one-hour segments. But for the most part, producer John Secondari still has to work within the half-hour limitation, which he definitely feels to be a handicap in the documentary area.

Close-Up has devised a formula

to fit the shorter time period: they use one person as the symbol for the whole episode and peg the problem on factors that make up his life. For instance, in episodes concerning Presidential security measures and another on forgery, a secret service man was selected, and the action deals with how he functions on such cases.

Carnation's fall network plans, via Erwin Wasey, R&R, include the largest tv commitment ever undertaken by the company.

Schedule will include two new NBC TV nighttimers ("The Virginian" and "It's A Man's World") and four

daytime CBS TV shows.

Carnation estimates this will yield 77% greater commercial capacity than in the past. It's the firm's first bi-network season.

**Campaigns:** Carling Brewing has launched its new Summer Fair campaign, the most complete summer ad push in its history . . . Campbell Soup expects to spend in excess of \$12 million in the coming year on its Red Kettle Soup Mixes, with heavy tv spot a major factor in the introduction . . . Colorforms, New Jersey toy maker, is boosting its sales drive this summer with the addition of 31 weekly tv spots on a local basis in



**SPORTSMEN** by avocation involved in tv buy: Dorothy Sutton (EWR&R), tennis; Don Park (KNXT, L. A.), golf; Frito-Lay's Dick Crosby (basketball); George Ghesquiere



**SOUND OF NEW YORK** tapes are neatly wrapped and presented by WABC v.p. Harold L. Neal, Jr., to Mayor Robert F. Wagner. The series, produced by the station with N.Y.U., features interviews with top city officials. On hand (l-r): Dr. Theodore Lang, city personnel dir.; Neal; Wagner; N.Y.U. professor Martin Dworkis; professor Arnold Gorin, who conducted show



**SALUTE TO SPACEMEN**—Service Awards presented by WVEC-TV, Norfolk-Hampton and the city of Hampton, home of the astronauts. Above (l-r): Astronauts Schirra, Slayton, Carpenter, Hampton Mayor George Bentley, space program associate dir. Walter Williams, Glenn, Cooper

**IN THE AIR...EVERWHERE**

IN GREATER KANSAS CITY

**KBEA** RADIO

**KBEY** FM



Represented  
Nationally  
by

Broadcast  
Time Sales, Inc.

Another Station of

**PRC**

PUBLIC RADIO CORPORATION

One of America's Fastest Growing Radio Groups

Cuisine Exquise . . . Dans  
Une Atmosphère Élégante



575 Park Avenue at 63rd St  
NEW YORK

Lunch and Dinner Reservations  
Michel : TEMpleton 8-6490

addition to its schedule on CBS TV.

**PEOPLE ON THE MOVE:** Anthony E. Valle to executive vice president in charge of marketing at Eversharp . . . Kenneth Mason to advertising director, effective 1 July, at Quaker Oats . . . Vernon A. Stromberg to associate media manager of Lever Bros. . . . James W. Andrews, advertising and merchandising manager of General Foods' Maxwell House division to marketing manager of the Jell-O division and Victor A. Bonomo, product manager of Instant Maxwell House to advertising and merchandising of that division . . . Arthur P. Williams to president of Laura Scudder's, snack foods manufacturer recently acquired by Pet Milk . . . Howard D. Wolfe, vice president, sales and advertising to a director and Lloyd Elston, board member and former manufacturing vice president to executive vice president of Peter Paul . . . Dick Paige to the newspaper advertising bureau, ANPA.

**C. J. LaRoche**, which already handles the electric shavers.

**Reported on the move:** American Home's Dristan, from Tatham-Laird (\$6 million).

**New agency:** Alfred E. F. Stern and Mann Scharf have formed Stern & Scharf with offices at 9021 Melrose Avenue, Los Angeles.

**New name:** An independent west coast agency which has operated for the past three years, with others under the name Associated Advertising Councillors has changed its name to Svenson & Associates and moved to new offices at 331 15th Street, Oakland, California . . . Geyer, Morey, Madden & Ballard is now called Geyer, Morey & Ballard to reflect the move of Madden to McCann-Erickson.

**Top brass:** Kevin Kennedy to Lenzen & Newell as senior vice president and management account supervisor on the P. Lorillard account.

**New v.p.'s:** C. Alec Pollard at Valentine-Radford, Kansas City . . . Richard R. Strome at Ted Bates . . . Wilbur T. Trueblood, Jr. at Krupnick & Associates . . . Louis J. Nicholaus at Geyer, Morey, Ballard, Los Angeles . . . Carroll C. Grinnell and John M. Maupin at BBDO New York . . . John S. Harper at Chirurg & Cairns' subsidiary, Creative Public Relations . . . Ian W. Beaton and Jack R. Hendrickson at D. P. Brother Detroit . . . Joseph T. Shaw, Jr. and Robert J. Buck at Dancer-Fitzgerald-Sample . . . Lawrence S. Parker at K&E . . . Robert J. Preis at Bates.

**PEOPLE ON THE MOVE:** Robert Huntley to the copy staff at MacFarland, Aveyard . . . Warren Jacobson to account executive at The Shaller-Rubin Co. . . . Gerald Charm to associate art director at Wexton . . . Hugh R. Mack, Jr. to account executive in the Birmingham office of Meldrum & Fewsmith . . . Jack H. Kurs to media director at Metlis & Lebow . . . Norman T. Mingo to Donahue & Coe as an account executive.

## Associations

Part One of a proposed extensive three-part program of international service under the auspices of the Educational Foundation of American Women in Radio and TV is ready to enter its pilot stage.

It calls for providing an English-speaking foreign woman, professionally engaged in radio and TV, with an eight-week nationwide study of commercial and educational broadcasting in the U.S. The visitor will spend two weeks in each of four different geographical areas.

## Tv Stations

TvB reported TV gains from two product categories in 1961 and the first quarter of this year.

Household paper products and aluminum increased TV dollars by 28.9% in the first quarter to \$7,220,515. For the full year 1961, 70.8% or \$23,013,331 of measured consumer media expenditures went to TV. Leader was Scott Paper with three-media billings of \$8,958,310 of which total 88.8% was for TV.

Half of all measured consumer media money by photographic equipment and film manufacturers went to TV in 1961, adding up to \$10,842,221. This compares with 1960 TV billings of \$9,994,604. Leader was Eastman Kodak which spent 44.5% or \$5,204,151 of its budget in TV.

WPIX, New York has hoisted the SRO sign for all pre and post game shows, station breaks and I.D.'s around the New York Yankee telecasts.

United Air Lines picked up, via Ayer, all primary I.D.'s for the season completing the sponsor roster which already includes: American Doll & Toy, Bardahl Manufacturing, Chase Manhattan Bank, Colgate Palmolive, General Mills, Hertz, Bristol-Myers, Melville Shoe, Mobil Oil, Texaco, J.B. Williams, Ford Dealers of New York, New Jersey and Connecticut.

"Sportsman's Club" which is presented prior to the pre-home games

has been sold to General Electric's Housewares division via Maxon.

**PEOPLE ON THE MOVE:** Randolph S. Brent to station manager for WVEC-TV, Norfolk-Hampton . . . Louis L. Tyrrell to chief engineer for WABC-TV, New York . . . Hal Shore to sales manager of WNEM-TV, Flint . . . Lynn Dender, formerly of ARB, to Don Kemper Advertising in public relations . . . Earl J. Glade to vice president and Saul Haas to the board

of Radio Service Corp. of Utah . . . Seymour "Hap" Eaton to general sales manager for WJBK-TV, Detroit . . . Richard F. Ahles to information director of WTIC-TV and radio, Hartford.

**Kudos:** WNAC-TV, Boston got a Citation of Merit from the Cambridge School for public service programming . . . John A. Schneider, general manager of WCAU-TV, Philadelphia has been appointed to a 14-member



### Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my deah, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lorgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

Source: U.S. Census

**WSJS**  
**TELEVISION**



WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanEck, of Peters-Griffin-Woodward, "hats" Pete with Club symbol

committee of community leaders who will map plans for a projected \$10,000,000 expansion of facilities at the city's Trade and Convention Center . . . **Odin S. Ramsland**, executive v.p. and general manager of KDAL, Duluth-Superior, was elected a director of KDAL Inc. . . . **Thomas P. Chisman**, president and general manager of WVEC-TV, Norfolk-Hampton has been appointed to the Virginia Educational Tv Committee . . . **Eldon Campbell**, vice president and general manager of the WFBM stations in Indianapolis was awarded a doctor of humane letters degree by the Christian Theological Seminary of Butler University . . . **WNAC-TV**, Boston news cameramen won three awards in the 37th annual photographic contest of the Boston Press Photographers Assn. . . . Brevard Junior College commended **WLOF-TV**, Orlando for distinguished service to the community.

## Radio Stations

The RKO General National Sales division is circulating to agencies a new presentation on the Yankee Network.

Featured is new research data reflecting the balanced effectiveness of the network based on sales distribution throughout the six-state New England area and qualitative information on its key station, WNAC, Boston.

### Ideas at Work:

- In honor of Father's Day, **WINS** offered listeners the opportunity of taking dad to a New York Yankee game. To win: "Why my Dad is a Good Sport" in 50 words or less.
- **WBBF**, Rochester broke all attendance records with its fifth annual family prom. Crowd exceeded 15,000.
- Travel habits of families in the **WQXR**, New York listening area are included in a brochure being sent to more than 2,000 travel advertisers.
- A new concept for radio, utilizing the visual as well as the audio, was launched by **WWYN**, Erie tagged "Watch the Weather on Radio." The

feature is made possible by the new glass-fronted showcase studios on street level at Erie's busiest intersection.

• **KBON**, Omaha has added a "newsboat" to its fleet of mobile broadcasting equipment. The station originates live reports on local boating conditions 10 times each weekend, direct from the newsboat.

Happy birthday: To **CKLW**, Detroit, celebrating its 30th anniversary during June. Station got a Citation of Commendation from Governor Swainson for faithfully and diligently meeting its responsibilities.

**PEOPLE ON THE MOVE:** William M. Kennedy to program and promotion manager at **WLYN**, Lynn, Mass. . . . Ken Quaife to assistant sales manager in charge of midwest sales at **WOW**, Omaha.

**Kudos:** The state of Maryland and the city of Baltimore have officially designated June as **WFBR** 40th Anniversary Month.

## Fm

There seems to be a trend among fm stations to encourage agency interest in stereo commercials, via contests

**WTFM**, New York has just completed such a competition (SPONSOR, 11 June, p. 63) and now **KPEN**, San Francisco has announced its "Stereo Commercial Challenge."

The contest is open to timebuyers in San Francisco and Los Angeles. Entries will be accepted through 31 July and prizes include multiplex stereo receivers and up to 50 free commercials for the client on whose behalf the winning commercials were submitted.

Another contest beamed at agencies comes from The Greater Seattle FM Broadcasters Assn.

Formed recently to promote fm broadcasting in that area, the association is now looking for a logo and slogan. Nine charter members are offering \$350 of air time and a

Zenith console stereo set valued at \$335.

This contest ends 30 June.

**WLIR**, Garden City has increased its stereo broadcasting to a full-time schedule.

The station, which began multiplex stereo broadcasting on 13 September, 1961, now broadcasts 16 hours per day during the week and 17 hours on Saturday and Sunday.

## Networks

There's a practical by-product from NBC TV's recently re-affirmed good will statement about the NAB Code Authority.

In a letter to affiliates David C. Adams, senior executive vice president supported NAB prescreening in border cases. By strengthening industry self-regulation broadcasting will avoid extensions of government regulation, Adams wrote.

As an additional measure toward keeping affiliates informed, NBC's Broadcast Standards editors will prepare an appropriate synopsis of each program episode in the adventure, western and suspense drama categories as they review the scripts. These advance program summaries will be sent to affiliates and the Code offices.

New affiliate: Capital Cities' Durham-Raleigh outlet, **WTVD**, has joined the **NBC TV** network . . . **WHAM**, Rochester to **ABC Radio**.

Sales: **NBC TV**'s reruns of "Captain Gallant" starting 29 September to General Mills (Dancer-Fitzgerald-Sample) and Schaper Mfg. (Knox Reeves) . . . "The Virginians," "Sam Benedict," and "It's a Man's World" participations to Peter Paul . . . **NBC Radio**'s "News on the Hour" for seven alternate weeks co-sponsorship to Wynn Oil (Erwin Wasey, Ruthrauff & Ryan).

Summer replacement: "Sir Francis Drake," a dramatic half-hour filmed in England and handled by ITC will start on **NBC TV** 24 June (8:30) filling

the time period of the vacationing "Car 54, Where Are You?" Procter & Gamble (Burnett) will sponsor.

**PEOPLE ON THE MOVE:** Don Curran from promotion director of the ABC radio o&o's to that post for the tv o&o's . . . Robert R. Pauley, ABC Radio president, to the Radio Board of Directors of the NAB and Mortimer Weinbach, ABC vice president and assistant general counsel of AB-PT, to the Television Board of Directors of NAB.

## Representatives

AM Radio Sales has inaugurated a plan of specialized research for national advertisers.

The first one, based on a special Nielsen analysis, compares impressions gained with a tv spot news schedule to a contemplated spot radio schedule on three competitive radio stations in the same market.

Compared are total impressions, unduplicated homes reached, audience composition, number of viewers vs. listeners per home and frequency of exposure to commercial messages.

Continental Broadcasting has opened a Los Angeles office, reflecting the recent acquisition of KDAY in that market.

The firm, which is a subsidiary of Rollins Broadcasting and reps the Rollins stations (WNJR, Newark, WBEE, Chicago, WRAP, Norfolk, WGEE, Indianapolis, KDAY) already has offices in New York and Chicago.

Named to head the new branch is Hank Guzik.

**Rep appointments:** WISN, Milwaukee to Daren F. McGavren Co. . . . KIMN, Denver to John Blair.

**PEOPLE ON THE MOVE:** James D. Bowden to midwest manager in Chicago for Broadcast Clearing House . . . Tom Judge to account executive in the New York office of CBS Television Stations National Sales . . . Esther M. Rauch to director of radio

research and sales development at Adam Young . . . Joseph E. "Bud" Mertens to account executive in the Chicago office of Storer Television Sales . . . Harry Harkins to manager of the Atlanta office for Bolling . . . Norman R. Prouty to the New York radio sales staff of Advertising Time Sales . . . Robert E. Ryan to manager of sales development for CBS Radio Spot Sales.

ter when the new, on-tape, late-night "Steve Allen Show" debuts next week.

The 12 stations outside Westinghouse's own five are: KTLA, Los Angeles; WTOP-TV, Washington, D. C.; KMBC-TV, Kansas City; KTVI, St. Louis; KRNT-TV, Des Moines; KATU, Portland; WGAT-TV, Portland, Me.; WLWI, Indianapolis; WCCO-TV, Minneapolis; WHYN-TV, Springfield; KOOL-TV, Phoenix; WPIX, New York.

## Film

Westinghouse Broadcasting can count at least 17 stations on its ros-

There are two recent ratings stories from film companies which tout the

(Please turn to page 64)



## "COLOR IS KEY TO MARKET LEADERSHIP," SAYS WSAZ-TV

C. Thomas Garten, WSAZ-TV General Manager: "Color TV enthusiasm is growing fast in the Charleston-Huntington area. Color is greatly influencing program selectivity. It has proven promotional advantages. We're the leader in this market, and one sure way to stay in the lead is with more and more Color." Have you looked into Color TV? It pays. Find out how it can pay off for you from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

# ROCHESTER, NEW YORK IS MOVING . . .



**MIDTOWN PLAZA** the gigantic shopping city of tomorrow, here today—boldly unique in America—a vibrant milestone in a dynamic metropolis' march into prosperity!

**ROCHESTER, NEW YORK** —a progressive city of high skill, high employment, high income, high ownership—witness:

#### **SPENDABLE INCOME**

... 19% above national average

#### **SKILLED, PROFESSIONAL AND TECHNICAL EMPLOYEES (54%)**

... 29% above national average

#### **HOME OWNERSHIP (67%)**

... 21% above national average

#### **INCOME ABOVE \$10,000/YEAR**

... 23% of Rochester metro area

(All figures courtesy  
Rochester Chamber of Commerce—1962)

**TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK,  
YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .**

**WHEC-TV**   
**CHANNEL 10, ROCHESTER, N.Y.** 

Television, Inc.

# WASHINGTON WEEK

18 JUNE 1962

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SPONSOR  
PUBLICATIONS INC.

**The naming of the new FCC commissioner turns into a cliff-hanger, with the usual oracles making the usual guesses, unperturbed by past mistakes.**

The deadline draws near, in that the **John Cross term ends on 30 June**. However, Congress has now provided that a commissioner can serve until his successor is appointed, so urgency is absent.

Powerful Rep. Oren Harris (D., Ark.) leads the entire Arkansas Congressional delegation in urging the President to reappoint Cross. Cross, often aligned with the FCC conservatives is **no favorite of Newton Minow's**, and Minow is strong in the White House.

Harris, however, appears to have at least the tacit backing of Sen. Warren Magnuson (D., Wash.), chairman of the Senate Commerce Committee which has in the Senate the same jurisdiction over broadcasting matters that the Harris Commerce Committee has in the House. Magnuson has kept his hands off the appointment, true. **But he has a candidate, his own protege Kenneth Cox**, now heading up the FCC's Broadcast Bureau.

Magnuson appears to be content to have Cox wait until T. A. M. Craven's term is up next year. This could be interpreted as leaving the field open for Harris' man this year. It probably is not lost on the White House, which often needs the potent help in Congress Magnuson and Harris can give.

There is no doubt that Minow would like a vote he could depend on more often. And it is curious that **Cross has followed his own well-worn voting path**, though it is traditional for Commissioners wishing reappointment as he does to veer toward administration positions.

In brief, there might be some suspicion that **any swing of the FCC balance may be delayed for another year**, that it might be Cross this year and Cox next year so the White House can keep powerful lawmakers happy.

Acting under the reorganization authority newly received from Congress, the FCC has officially set up a review board and defined its duties.

Purpose is to take routine matters off the loaded backs of Commissioners, and therefore to speed up all FCC processes.

The Review Board will consider appeals from hearing examiners' decisions on all but the most important am-fm matters, and the Commission will have the right to turn down appeals for further review by the Commissioners, themselves.

Starting date for the new method is 1 August, and members of the Board are Donald Berkemeyer, chairman, now head of Opinions and Review, Joseph Nelson, top man in Renewals and Transfers Division; Dee Pincock, assistant general counsel, and Commissioner Bartley's engineering assistant Horace Sloane.

Another change will permit final decisions to be made by a panel of one or more commissioners.

**The FCC barked, and now it has bitten.**

It recently warned against what it described as the widespread practice of doublebilling local advertisers so they could collect more than they have coming on co-op advertising from national advertisers.

Now **WDOV (AM-FM), Dover, Del.**, has been hit with a complaint alleging the station engaged in the practice.

*(Please turn to page 61)*

# SPOT-SCOPE

18 JUNE 1962  
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PUBLICATIONS INC.

There's a spot tv neophyte now confined to the west coast which stations and reps are eyeing with national interest.

The newcomer is MacLeans Toothpaste, a Beecham product, testing tv spot in several California markets. (The account's 1961 stab at spot was a minimal \$1,600.) It's expected that Beecham, a heavy user of the medium for Brylcreem (\$139,950 in 1961) and Silvikrin shampoo (\$21,430) will lay down a considerable chunk of coin this time in its effort to crack the U. S. toothpaste market.

The account is handled out of K&E.

Eastern Airlines probably didn't plan it that way but the entire airline industry is flying in on the coat tails of its current radio spot campaign.

The unique Flight Facts service in 10 major markets broadcasts, every hour on the hour from 6 a.m. to midnight, individual reports on Eastern's own flight schedules, weather conditions, etc. In some cities like Chicago (WLS), Eastern's is the only service of its kind on the air. Designed originally to help alleviate snarls on the Eastern switchboard when questionable weather conditions crop up, the campaign has also cut down the wear and tear on telephone lines to Eastern's competitors in major cities. Listeners logic its a pretty safe bet that if Eastern is late leaving Miami because of fog, so will be Delta, TWA, etc.

Another breakthrough on the local airwaves involves United Air Lines' outlay of an estimated \$25,000 in the New York market. The airlines, via Ayer, has picked up all the primary I.D.'s before and after the Yankee games on WPIX, with the contract extending through 30 September.

What marked the spot tv side of the business last week was the return of several products which haven't been around for a while.

My-T-Fine, which was the biggest spot tv spender in the Penick & Ford stable last year (\$154,580) is lining up kids minutes for the fall; Lysol disinfectant, a less hefty user of the medium is going in for a short campaign and Edward Dalton, which spent \$18,960 in spot tv for Nutrament last year is launching a six-months campaign.

For details of this and other spot action of the past week see items below.

## SPOT TV BUYS

**Charles Pfizer** is buying schedules for Limmits, a weight reducer, in about 20 markets. Placements of day and night 60's start 25 June and run till the end of the year. Agency: Wm. Esty, New York. Buyers: Phil McGibbon and Dave Brown.

**Penick & Ford** is seeking live minutes in kids shows, with schedules to start 10 September and run for 10-13 weeks, depending on the market. Campaign is on behalf of My-T-Fine desserts. Agency: Grant. Buyer: Helen Hartwig.

**Lehn & Fink Products** is buying for Lysol Spray, seeking several markets for schedules of minutes. Campaign starts 16 July, with prime nighttime spots running for seven weeks and daytime spots running for 11 weeks. Agency: Geyer, Morey & Ballard. Buyer: Marge Langone.

**Bristol-Myers** starts on 2 July for Ipana toothpaste. Schedules of prime and fringe min-



## SPOT-SCOPE *continued*

utes are being set for six weeks via agency Doherty, Clifford, Steers & Shenfield New York. Buyer is Marv Glasser.

**Edward Dalton** division of Mead Johnson launches a campaign today, 18 June on behalf of Nutrament. Long-term runs are daytime and nighttime minutes, with 16 December the termination date. Agency: Kenyon & Eckhardt. Buyer: Lucy Kerwin.

**Oscar Mayer**, Chicago will promote its meats with eight-week schedules of I.D.'s which kick off today in about 10 markets. Agency: J. Walter Thompson Chicago. Buyer: Larry Claypool.

**Procter & Gamble** is back on the buying line for Mr. Clean. Nighttime minutes start on the first of next month and will continue through the P&G year in selected markets. The buying is being done out Tatham-Laird Chicago. Buyer: Annette Nalpede.

**H. J. Heinz** will promote its baby foods division with prime breaks and fringe minutes starting 15 July. The campaign is for 10 weeks in several markets, but there will be hiatuses. Agency: Maxon, Detroit. Buyers: Marvin Berns and Bob Inman.

**Van Camp Sea Food Co.** is going in for 10 weeks starting 24 June on behalf of Chicken of the Sea Brand Tuna. Campaign consists of nighttime fringe minutes and prime breaks. Agency: Erwin Wasey, Ruthruff & Ryan Los Angeles. Buyer: Dorothy Sutton.

**Pacific Hawaiian Products** has lined up several top markets for a one-week run on behalf of its Hawaiian Punch. The drive is from 26 June-2 July, using breaks and I.D.'s. The account is handled out of Atherton-Privett, Los Angeles. Buyer: Jane Leider.

**Colorforms** plans a big summer push based on the theme "take along Colorforms" on vacations, to camp, etc. All major markets will get heavy-frequency schedules to supplement network. Agency: Kudner.

**Procter & Gamble** is looking around for avails on behalf of Joy. There's some extra cash in the budget which must be spent before the end of the month. Agency: Leo Burnett, Chicago.

## SPOT RADIO BUYS

**Mennen** is kicking off a campaign for Spray Deodorant 18 June for 14 weeks. About 25 markets get six 30's per week in morning drive time. The client is using only the top-rated station for a male audience in each market. Agency: Warwick & Legler. Buyer: Joe Hudack.

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## WASHINGTON WEEK *(Continued from page 59)*

Of course the FCC had more complaints against the Henry Rau station than that. There were also allegations that the station sold commercials during time they were on the air on an emergency basis and **willfully falsified logs to cover up that fact**. But this is the first time so-called double billing has gotten a station into trouble. Another novel feature of these proceedings is that the FCC announced **it will consider whether to revoke the licenses**, if the station is found guilty, or merely impose a fine.

Theatre owners, unaided by broadcasters, have gone to the court of last resort, the Supreme Court, in an effort to head off the RKO Hartford pay-tv experiment.

They hit most heavily at a contention that the FCC should have considered whether it must regulate rates, but which it failed to do.

# SPONSOR HEARS

18 JUNE 1962

Copyright 1962

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Rumors on the Madison Avenue wing have it that International Playtex has another agency move in the offing.

The business is now split between Bates and Reach McClinton.

Another report making the rounds is that a heavy industries account (this one is definitely not U. S. Steel) is scouting around for another nest.

Jacob L. Barowsky, who cashed in his Lestoil chips for several million not so long ago, isn't idling in the glow of his mint.

He's hoping to do with canned chowder, expanding likewise region by region, what he did with the allpurpose cleanser, via the acquisition of Jack August, Inc., in Northampton, Mass. Repeating history, Barowsky's buying daytime tv spots.

The continuing exodus of longheld accounts from Philadelphia agencies to New York agencies must have the chapter in Philadelphia a little concerned.

Among the recent migrants: Fels, from Aitkin-Kynett to Manoff; R. T. French, from Richard A. Foley to JWT; Quaker City Chocolate & Confectionery, from Bauer & Tripp to Donahue & Co.

Tv could have something to do with the drift, the clients maybe wanting to be closer to the heart of this buying activity.

Some day somebody will write the saga of the strange and inscrutable ways that many a tv series got started on the networks.

Like, for instance:

- The initial script not being even completed when the series was scheduled and offered for sale.
- Network program contacts in Hollywood getting the runaround when they sought to find out from the producing studio what was going on.
- Network people getting a squint at the opening episode often only a week before airing date.

Looking back just five years ago in this business can be a source of intriguing contemplation.

Take, as an example, these happenings which SPONSOR-SCOPE recorded five years ago this week:

- Ford uncorked its last big splash on network radio via a CBS expenditure of about \$5.5 million, with incidental intent to overshadow Chevrolet in that medium.
- Ten sponsored shows in the coming fall's schedule would be fronted by name vocalists, compared to 11 featuring the art of gunslinging.
- Maxwell House lendleased its schedule of 1D's on 80 stations to Bristol-Myers' Ban for three summer weeks. (The stratagem hasn't been tried since.)
- Y&R's research department took a stab at the mystery of mysteries by announcing it was going to chart the ingredients that make for a successful tv series.
- Pat Weaver let it be known that he had organized a Saturday night network of 14 stations to carry an hour and a half of sponsored dance band music. (For you sequel sticklers: nothing happened.)

# KDAL Duluth-Superior Plus\*

NOW 63rd IN AVERAGE HOMES DELIVERED!

\*KDAL-TV now delivers Duluth-Superior plus coverage  
in three states and Canada—through a recently completed chain  
of fifteen new, licensed “translator” stations!

With this unique operation, KDAL's picture is clearly received by  
such distant communities as Fort William and  
Port Arthur, Ont. (211 miles), Walker, Minn. (136 miles),  
International Falls, Minn. and Fort Frances, Ont. (168 miles),  
Bemidji, Minn. (155 miles) and White Pine, Mich. (110 miles).

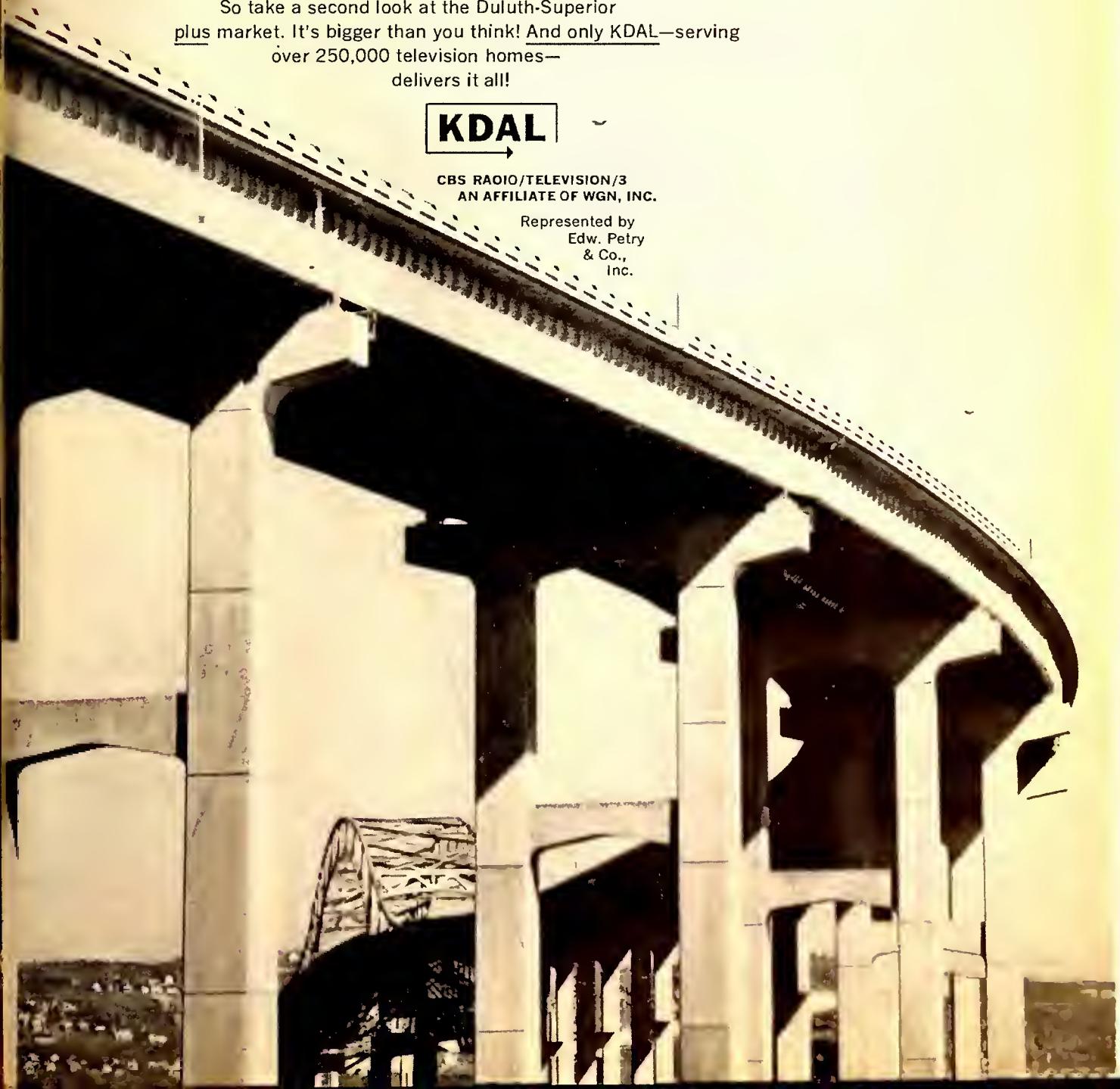
This very important plus ranks KDAL 63rd  
among CBS affiliates in average homes delivered! (ARB—Nov. 1961)

So take a second look at the Duluth-Superior  
plus market. It's bigger than you think! And only KDAL—serving  
over 250,000 television homes—  
delivers it all!

**KDAL**

CBS RAOIO/TELEVISION/3  
AN AFFILIATE OF WGN, INC.

Represented by  
Edw. Petry  
& Co.,  
Inc.



## WRAP-UP

(Continued from page 57)

ability of syndicated features to compete with network competition.

Seven Arts points to the latest ARB for Nashville which reveals that Saturday night viewing in that market has jumped by 40% and Friday night sets-in-use increased by 9% since the scheduling of the Warner Bros. post-1950 features on WLAC-TV.

MGM's "Mogambo," part of its post-1948 group, drew a 48% share of audience in Jacksonville recently, according to a special ARB survey.

Sales: Allied Artists Tv's Science Fiction series to seven stations . . . Banner Films first group of 130 episodes of Debbie Drake to four more stations raising the market total to 99. Banner will also put into syndication a second group of 130 programs on 1 July . . . MGM-TV's "The Eleventh Hour," "Sam Benedict" and "Dr. Kildare" to P&G for fall showing in Canada on the CTV Network . . . Jayark Films' "Bozo the Clown" and "Bozo's Cartoon Storybook" to five additional stations, raising the world-wide total to 208 and the Blockbuster features to seven more markets raising the total to 193 . . . United Artists Associated reports five renewals each for its "Popeye" and Warner Bros. cartoons,

upping the market totals to 172 and 169 respectively . . . Trans-Lux's new "The Mighty Hercules," produced by Adventure Cartoons for Television, to WBZ-TV, Boston, KDKA, Pittsburgh, KPIX-TV, San Francisco, WPIX, New York.

**PEOPLE ON THE MOVE:** Abe Mandell to executive vice president of ITC . . . John L. O'Brien to the newly-created post of Latin American sales manager at MGM-TV . . . John Davidson and William P. Andrews to district sales managers of WB's tv division. Davidson will have the southeast out of Atlanta. Anderson is currently operating out of New York.

## Station Transactions

Biscayne Television, which owns and operates WCKT (TV), Miami, has lodged an appeal with the U. S. Court of Appeals for a reversal of the recent FCC order challenging its continued right to operate the station.

Niles Trammell, president of Biscayne, said that the grant under which the company constructed and has operated the station since 1956, has been the subject of almost continuous litigation since that time.

As part of its case for reversal, Biscayne points to station accomplishments including a Peabody

award for documentary shows, citations from Sigma Delta Chi and the Freedom's Foundation George Washington honor medal for reports on Communism in the Miami area.

West Virginia's Jefferson County now has its own radio station since the sign-on of WXVA.

The Charles Town outlet is owned by Arthur W. Arundel, also president and owner of WAVA (AM & FM) in Arlington, Va. Executive vice president and general manager is J. Strider Moler.

Call letter changes: WSHE, Raleigh to WLLE, reflecting the new ownership of Raleigh-Durham Broadcasting and the new all-negro format . . . KDUB (AM & TV), Lubbock to KLBK (AM & TV) . . . KRIC (AM & FM) to KAYC (AM) and KAYD (FM), Beaumont.

## Public Service

Radio stations across the country are participating in a "School's Out—Drive Carefully" campaign.

The Automobile Club of Southern California released some 1,200 transcriptions to stations for use during June as part of the AAA's public service program. The spots vary from 10-60 seconds.

### Public Service in Action:

- KHOU-TV, Houston will premiere a locally-produced series in November called "The Magic Room," designed to stimulate the interest of young people in the liberal arts.

- WADO, New York has launched a series of programs called "The Voice of the Firemen," personal interviews by Spanish-speaking members of the Bureau of Public Information and Education of the Fire department.

- WSB-TV, Atlanta presented full and accurate coverage of the plane disaster which marked perhaps the darkest day in Atlanta's history. Sponsors waived commercial time on the station the day of the crash.

- WXYZ, Detroit produced an hour-long, two-part documentary ex-

## No single commission can match the rewards of a good name

Ours is a business vitally dependent upon confidence, an asset too important to risk on any sale. In selling or buying a broadcast property, your greatest protection is Blackburn's often demonstrated willingness to reject a sale rather than risk our reputation.

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## IT'S SMOOTH SELLING WITH WFAA

WFAA radio is delivering more in the big Dallas-Fort Worth market. Reason: It's the dependable station, the sophisticated station with the smooth sound. We never hide our audience under a bushel . . . we deliver it to you for smooth selling! Call your Petry man for a bushel or a peck!

**WFAA-820**

RADIO  DALLAS

Represented by Edward Petry & Co., Inc., The Original Station Representative



AT "Communications Center" DALLAS

WFAA • AM • FM • TV — THE DALLAS MORNING NEWS

plaining Michigan's proposed new constitution.

• **WNBC**, New York is running a 10-part series examining the problems of life in America today and called "Communities in Crisis."

• **WPEN**, again conducted its "Outstanding Teenager of the Year" program in conjunction with the Philadelphia Public and Diocesan school systems. Winners get scholarships to Pennsylvania schools and are interviewed on the station.

**Kudos:** **WTAE**, Pittsburgh got the annual recognition award from the

Pennsylvania State Board of Parole for its public affairs feature "A Debt To Society."

## Trade Dates

**More than 120 subjects will be covered during RAB's upcoming series of Management Conferences.**

This year's series will be held in eight locations across the country, starting 10-11 September in San Francisco and concluding 4-5 October in Fort Worth.

**Calendar:** The joint convention of

the **AFA** and the **Advertising Assn. of the West** is scheduled for 25 June at the Hilton Hotel in Denver . . . The **American Marketing Assn.** will gather at Cincinnati's Netherland Hilton on 20-22 June for its 45th National Conference . . . More than 70 representatives of the **National Advertising Agency Network** will gather at the Doardo Beach Hotel near San Juan, Puerto Rico, 26-30 June for the 31st annual Management Conference . . . The **Wisconsin Broadcasters Assn.** will hold its summer meeting 21 June at the Lake Lawn Lodge at Delavan . . . **NBC TV's** affiliate promotion managers hold regional meetings 17-18 June in New Orleans, 19-20 June in Chicago, 21-22 June in Los Angeles . . . The **Fordham Advertising Club** holds its vacation party on 21 June (12 noon) at New York's Rose Restaurant.

## Equipment

At Motorola's annual distributor convention in Chicago dealers heard that sales for the consumer products division are more than 25% ahead of last year in the second quarter and first quarter sales were up 55% over the like period last year.

Introduced at the meeting was a new stereo feature called Dynamic Sound Focus which sharpens individual instrument and voice sound reproduction as a projector lens sharpens the image on a movie screen.

Motorola also announced that it won't introduce a color receiver at this time.

Zenith has introduced its 1963 line of stereo and tv sets.

In the color tv receiver area, Zenith has expanded its line to fifteen basic models, with suggested retail prices ranging from \$549.95 to \$1,750.

**PEOPLE ON THE MOVE:** Murray G. Wachsman to vice president-general manager of Knight Electronics Corp., manufacturing subsidiary of Allied Radio Corp., Chicago . . . Charles A. Black, former director of marketing services for Ampex Corp. to assistant to the president.



## WOR-TV OFFERS MORE AND MORE COLOR AS NEW YORK GOES BIG FOR TINT TV

Robert J. Leder, WOR-TV General Manager: "Color has played an important part in gaining increased stature for WOR-TV. We believe Color TV will continue to grow, and that our experience as a Color pioneer will be invaluable. That's why we telecast more Color than any other independent in the nation, and why we're planning even more next season." More and more, the trend is to Color. Get the facts today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

## DETROIT STRIKE

(Continued from page 51)

newspapers, inauguration of a *Newspaper of the Air* show was a practical move. Nevertheless, WJBK-TV cleared prime time and pre-empted popular network shows to present the program which featured *News* editors, reporters, and feature writers, appearing on-camera reading the columns or reports they would have written for the newspaper.

First presented as an hour-long program, later reduced to a half-hour, *Newspaper of the Air* was divided into several segments (e.g., city-county, amusements, women's news, sports) with a different *News* reporter or editor responsible for each.

WXYZ-TV increased its local news coverage by some 156 newscasts during the first 12 days of the newspaper strike. Additions were also made to the news staff. An extra film camera man and a local radio announcer was added to the tv news staff.

Included in the special coverage was the televising of an important city-county hearing on a proposed city income tax. The two-hour hearing was presented by the station in a one-hour edited form.

Interestingly enough, despite the lack of publication of the two local dailies—the Detroit *News* and the Detroit *Free Press*—the tv station experienced an insignificant 4.3% increase in local retail advertising. The bulk of the emergency ad budgets went to radio. The reason, according to WXYZ president John F. Pival: retailers attributed the allocation to the easier, quicker preparation of radio copy.

At WJBK-TV, the station supplemented its usual daily newscasts with three more daytime 10-minute news programs and a special nighttime half-hour news presentation. One half-hour news program appeared every weeknight during the paper shutdown in prime time—either 8:30-9, 9:30; or 9:30-10.

In charting plans for the station's expanded news coverage, WJBK-TV news and public affairs director Carl Cederberg pressed concentration on certain beats. Among others, the city-county building was an important one and WJBK-TV newsman Lou Miller spent the bulk of the shutdown period working that beat

and making on-camera reports on the area's political developments.

Expanded news coverage also stretched the format enough so that more features could climb up alongside hard news stories. An absorbing film showing a store display of valuable crystal shared news time with the newspaper negotiation and the stock market report.

An interesting footnote to the story of WJBK-TV's emergency expanded coverage was the way in which the news staff capped its efforts. The WJBK-TV newsmen scooped the entire city, and both wire services, with a bulletin announcing the end of the newspaper shutdown.

## TvAR STUDY

(Continued from page 41)

are \$49,350 and \$137,268. This three-network, top-20 average is 37.4% of the full rate.

"Thus," NBC states, "less than 40% of the advertiser's costs goes for the purchase of the top 20 markets.

"A comparison of the rate and audience percentages on this basis shows that the top 20 actually deliver a bonus audience in 59 of the 65 cases. There are only six programs which have an audience of 38% or less in the top 20 and the lowest one is 35%."

The NBC report adds "that in these top 20 markets the average program derives 33% of its audience in the top 20 metro county areas only. Interestingly, these markets in total account for 36 to 38% of the cost.

"This means that the advertiser is paying slightly more for the *metro area* audience (where media competition is stiffest) and, in effect, receiving the *outside area* audience as a *bonus*."

At CBS TV, a research executive declaimed the TvAR study as "merely a statistical manipulation that can be looked at more than one way. It penalizes a network for doing a superior job outside of the top 20. Whatever a network program delivers in the top 20 markets, it delivers regardless of the size of audience in the other areas."

The CBS exec., brushing aside the 55%, also mentioned the low cost of network advertisers in the top 20 markets. He, too, said that advertisers in both areas actually received a bonus.

# Sorry, we don't cover Moscow . . .

## SPONSOR'S 5-CITY TV/RADIO DIRECTORY



1961 Edition

New York

Chicago

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.. but just about every other 'phone number you need is in SPONSOR'S 5-CITY TV / RADIO DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 from

## SPONSOR SERVICES

555 Fifth Avenue, N. Y. 17



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wtrf tv Wheeling  
if there is life on  
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Wheeling WTRF-TV  
M N PR N The psychiatrist asked  
"Do you have indecent thoughts?"  
The patient replied "I'm sorry, I do."  
The psychiatrist asked "Is it about sex?"  
The patient replied "Yes, it is."

**wtrf-tv Wheeling**  
O RE Dianne laughter of  
WTTV T reports a sign in a  
ff e w l h reads We leave  
neid

**wtrf-tv Wheeling** ADWORLD's Mr. Charles Sals Whitney Ad Agency fell the WTRF by depicting the TV "Alice in Wonderland" and remedied its poor ratings by enhancing her White fir wurl set of WTRF to a parent married to a TV mother.

WHEELING WTRF-TV  
advertising to the WTRF-TV  
station for some free Wheeling merchan-  
tial items. You get the 15 ft. Wheeling-  
enna, antenna plus counter intel-  
ligence, and prints up. Ask Rep George  
Harrington to arrange it.

**CHANNEL SEVEN**  **WHEELING,  
WEST VIRGINIA**

# **NEW ORLEANS' ONLY STATION WITH MOVIES EVERY NITE!**

**BUY  
IT!**

*Represented nationally by Katz*

# **WWL-TV**



# TV and radio NEWSMAKERS

**Richard C. Landsman** will head up the new third station in Rochester (channel 13) as president and general manager. Active in the industry for more than 20 years, Landsman's last station association was with WNEW-TV, New York, as an account executive. For more than ten years he's been in the rep field with Edward Petry and Katz. He was also assistant sales manager. In 1961 he organized the Six Nations application for channel 9 in Syracuse.

**Lee King** has been elected president and creative director of Edward H. Weiss. King, who has been with the agency for 19 years, has served as senior vice president and creative director of the Chicago-based firm for the past five years. Prior to joining Weiss, King was an art director at the *Chicago Daily News* and the former *Herald Examiner*. He is replacing Edward Weiss as president, with the latter becoming chairman of the board. Weiss will continue as chief executive officer.





WFAA-TV, Dallas. Veteran of more than a dozen years in broadcasting sales, Hauser comes to WFAA-TV after two years with WNBQ, Chicago, where he moved from manager of sales development to sales manager. Hauser joined the staff of WKY-TV, Oklahoma City, in 1949. He worked in all phases of the operation. In 1952 he joined the sales staff of KOTV, Tulsa, and became assistant commercial manager in 1957.

**Nick Bolton** has succeeded Hubbard Hood as general manager of WKRC, Cincinnati. Bolton has been with the station as assistant general manager since 1 January of this year. A 10-year veteran of radio he came to Cincinnati from Yankton, S. D., where he had been commercial manager of WNAX. For three years from 1953 Bolton had been affiliated with the radio sales office of Katz in Chicago. He spent one year as manager of broadcast sales of W. G. Rambeau and a year with World Wide.



## The seller's viewpoint

"It's time that agencies did more creative research on their own," says veteran broadcaster Horace Fitzpatrick. Starting with station WSLS, Roanoke, Virginia, as a radio salesman in 1940, Fitzpatrick was appointed commercial manager in 1952. He went up the ladder: assistant manager, station manager, and in 1960 was appointed vice president for WSLS and WSLS-TV. An advocate of merchandising and promotion as an aid to market sales, Fitzgerald is currently secretary-treasurer of the Virginia Assn. of Broadcasters and a v.p. of the Sales and Marketing Executives Club of Roanoke.



### Broadcaster's plea for more thorough research

Recently SPONSOR carried a two-part story, "DCS&S' New Buying Concept" (30 April, 7 May), which brought out a new concept of Doherty, Clifford, Steers & Shenfield in evaluating markets that show a more volatile growth and market potential than the average market area.

I would like to give Sam Vitt, vice president in charge of media, a resounding hurrah. For far too long stations in this type of a market have been ignored by the figure filberts because—"Standard Metro figures say"—"according to our research figures" and so on ad nauseam.

It's time that agencies did more creative research on their own rather than depend almost solely on material from surveys that are obsolete before they are finished, or research findings based on an inadequate sampling of audience.

Population explosions, new industrial upheavals and other hallmarks of healthy, vital market areas are springing up too fast for many of the measuring criteria to be effective. Granted, agencies cannot send research teams on the road full time, but certainly, given obvious facts and figures of expanding market areas, they could afford to do a more thorough job of research than retreat to the routine of using out-dated figures and recommendations.

For example, our own market covering the Roanoke Valley has been growing steadily over the past ten years, making it a far more potent and influential market than it ever has been, yet we run across agency people still quoting statistics that have been surpassed in all areas more than two years ago.

Frankly, with the increase in competition for products, it would seem that advertising agencies would be eager to try out new research methods. As more and more agencies adopt more modern and up-dated methods such as the flying trip the DCS&S' media team made, other agencies, in order to insure their clients the most effective sales value for their advertising dollar, are going to have to initiate more advanced methods for selecting quality markets.

The degree to which some agencies fall back on the offerratic projections of research organizations can be the most frustrating element in trying to prove out the value of an expanding market. Recently, one station operator picked up a research data book and found that overnight he had lost something like 35,000 homes. Homes that had been credited for him for over a year. Inasmuch as there was no overlapping of other tv stations in the market, he asked what had happened to the homes. To date he has received neither a satisfactory explanation nor credit for the homes which he assumes are still watching his tv station. This, despite the fact that his market was growing rapidly.

There are countless other irritating idiosyncrasies in the compilation of market figures, but the most frustrating is the fact that these "guesstimates" are largely the basis for market selection, and no matter what lengths stations strive to provide current and accurate market research figures, they are usually given the jaundiced-eye treatment by many of the agency media people.

I hope that Mr. Vitt's unique approach to reevaluating boom markets becomes a trend in most of the major agencies. If does I'm sure many media experts will be amazed at the bonus and bargain markets they have been overlooking in the past few years. I'm also sure that their client's products will enjoy a sudden attack of sales increases when they utilize these growth markets to their full potential.

If, as Mr. Vitt points out in his articles, the combination of population growth, interurbanization and dual market coverage is a prime factor in the designation of "advanced" markets, then I hope other agencies take a close look at the WSLS-TV market which boasts all of the market criteria that made such an impression on the media director for SSC&B. This creative and unique approach to proper market re-evaluation should be given a closer look by many more agency media people in the near future.

# SPONSOR SPEAKS

## Corporate profits and media costs

Lyndon O. Brown, senior v.p. at Dancer-Fitzgerald-Sample, had some sobering things to say recently about advertising costs and their relation to business profits.

Brown, speaking before the ANA, surprised many in his audience, by showing that total corporate profits have not increased in actual dollars during the past 10 years, despite a rapidly growing population, a rapidly increasing gross national product, and a rising stock market.

And net profits on sales of all American corporations have declined from 7.1% in the 1947-51 period to 5.7% in 1955-59, and 5.1% in 1960.

Against this rather depressing background, Brown plotted the cost-per-1,000 increases (1956-61) for such major ad media as newspapers, up 18.6%, magazines, up 19.5% and prime time network tv, up 19.4%.

Such increases, points out the D-F-S executive, are far greater than the rises in consumer costs. The Index of Consumer Goods increased only 10% between 1956 and 1962, the Food Products Index only 9%.

Small wonder, he concludes, that corporate managements are taking an increasingly hard look at ad costs.

"Business today," says Brown, "is operating in a new climate. The new rules of the game tell us that in the long run advertising expenditures and rates cannot rise except as an increase in advertising productivity justifies the rise."

"This is the central challenge to advertising media. By finding ways to increase their productivity, and only in these ways can they lay a sound basis for future growth."

We at SPONSOR, though we want to point out that most air media costs have not risen as dramatically as Lyndon Brown's figures for prime nighttime tv (Nielsen reports a 1.5% increase for all night tv programs and a daytime drop of 17.8%), still want to applaud his general thesis.

There can be no question that the future health of commercial tv and radio will depend on finding more effective, more efficient ways of using these two vital media.

More dollars and cents return for advertisers will mean more dollars and cents return for broadcasters. And it is the central fact of SPONSOR's unique mission as a tradepaper to help both sides accomplish these objectives.

## 10-SECOND SPOTS

**Literature:** Comic Alan King remarked, "I read the *Tropic of Cancer* the hard way—without pictures."

**Medicine:** In the very funny off-Broadway revue "Fantasticks," the doctor comments: "The weak point of the medical profession is knowing when a man's dead. The best judge we have is a hat pin."

**Selling:** Martha Wright, the singing star of "Sound of Music," told an advertising luncheon, "Getting a man is like selling merchandise. You convince him that he's getting the biggest bargain in the world, but he can't unwrap the package till he gets home."

**Actors:** When a tv western star met with agency men last week at Mike Manuche's restaurant, he made a dramatic entrance, then strode to the table as though the eyes of the world were upon him. Observed an account executive, "That fellow is such a ham, I'll bet he uses a clove for a collar button."

**Television:** The *Empire* series is the newest entry among the westerns set for September. It stars Richard Egan and Terry Moore and will be sponsored by Chrysler on NBC TV, 8:30-9:30 p.m. Unique as a western because it is contemporary, the plots are built around a ranch which, much like several large ones in Texas, runs for hundreds of miles and has cattle, mining, lumber, wheat, and oil. "The *Empire* series is so modern," the producers told the ad agency, "that the saloon has an advertising agency."

**Vendetta:** One of Hollywood's columnists, who is reputed to never forgive anyone who crosses her, slipped this into her deathless prose last week: "She had a quiet wedding with only the press agents of the immediate family present."

**Banking:** The ad manager of a New York bank prided himself more as a banker than an ad man and was always calling the bank's agency to complain about one minor charge or another. When he passed away last week, someone at the agency commented, "He has gone to his co-maker."

# KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV IS  
CALIFORNIA'S #1  
TV NEWS STATION

6 CAPTRA AWARDS  
10th Annual Competition

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD



IN THE TAMPA-ST. PETERSBURG MARKET . . .

# ONE has the advantage!



\*WTVT's Coverage Area  
Copr. 1962, Sales Management  
Survey of Buying Power

With WTVT you're "king" in the Southeast's third market. Jump in any direction to capture your portion of total retail sales amounting to \$1,986,037,000\* in WTVT's hustling, bustling coverage area.

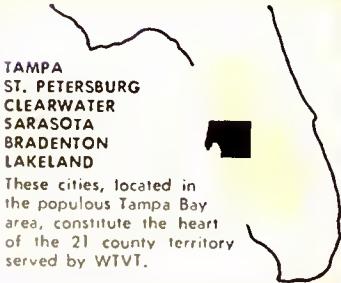
With WTVT's 21 county coverage and 1,563,600\* population, you've got the advantage right across the board. And every day is bonus day because an average of 1,183\*\* people move into the WTVT area WEEKLY, which means more potential sales for you!

WTVT is truly "The station on the move in the market on the move." WTVT is the only station in the Southeast with a completely mobile videotape unit available for network or local news coverage by WTVT's up-to-the-minute-men. Make your play for increased sales on WTVT.

\*\*Florida Development Commission



THE STATION ON THE MOVE . . . IN THE MARKET ON THE MOVE!



**WTVT**  
**channel 13**  
**TAMPA/ST. PETERSBURG**

THE WKY TELEVISION SYSTEM, INC.  
WKY-TV & Radio, Oklahoma City  
Represented by the Katz Agency

SHARE OF AUDIENCE 44%

Latest ARB 9:00 A.M.-Midnight

CHECK THE TOP 50 SHOWS!

	ARB	NIELSEN
WTVT	35	39
Station B	15	11
Station C	0	0

A.R.B., Tampa-St. Petersburg Metro Area, Mar. 1962, 4-wk. avg.  
N.S.I., Tampa-St. Petersburg Metro Area, Mar. 1962, 4-wk. avg.